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To the P

U.S. Patent & TMO/TM Mail Rcpt Dt. #11

and Tradema

1. Name of conveying party(ies):

Conopco, Inc.

*Ken Leonard  
1-24-01*

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: January 1, 2001

2. Name and address of receiving party(ies)

Name: Lipton Investments Inc.

Internal Address: 501 Silverside Road

Street Address: Wilmington DE 19809  
City: State: ZIP:

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designator is attached:  Yes  No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

Please see attached Schedule

B. Trademark Registration No.(s)

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Ken Leonard

Internal Address: Unilever-HPC

Street Address: 33 Benedict Place

City: Greenwich State: CT ZIP: 06830

6. Total number of applications and registrations involved: 10

7. Total fee (37 CFR 3.41).....\$ 265.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

03-1595

(Attach duplicate copy of this page if paying by deposit account)

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DO NOT USE THIS SPACE

01 FC:481 40.00 CH

02 FC:482 225.00 CH

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jennifer L. Davies

Name of Person Signing

*Jennifer L. Davies*  
Signature

1/24/01  
Date

Total number of pages including cover sheet, attachments, and document:

SCHEDULE A

TRADEMARK	APPLICATION SERIAL NO.
CAPPUCCINO DELIGHT	75/726,469
CAPPUCCINO DELIGHT	75/979,832
CRUNCH N'GO	75/925,893
GREAT TASTING NUTRITION ON THE GO	75/398,618
SENSIBLE MEAL	75/833,672
SHAKE & GO	75/228,625
SLIM CLASSICS	75/883,120
ULTRA SPORT	74/589,103
SLIM-FAST	76/137,134
ULTRA SLIM-FAST	76/137,039

# ASSIGNMENT

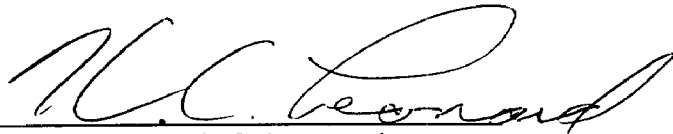
WHEREAS, CONOPCO, INC., a New York corporation of 390 Park Avenue, New York, New York 10022 (hereinafter called "ASSIGNOR") has intended to use the marks in commerce as shown on Schedule A, and has filed applications now assigned Serial Numbers as shown on Schedule A indicating that intention, but has not yet filed an allegation of use under Section 1(c) or 1(d) of the Trademark Act. Applicant is assigning the marks in the above applications as part of the entire business or portion thereof to which the marks pertain as required by § 15 U.S.C. 1060;

WHEREAS, LIPTON INVESTMENTS, INC., a Delaware corporation of 501 Silverside Road, Wilmington, Delaware 19809 (hereinafter called "ASSIGNEE") is desirous of acquiring said pending trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNEE does hereby assign to ASSIGNOR, all right, title, and interest in and to the trademarks and the goodwill of the business symbolized thereby.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed on the 1<sup>st</sup> day of January, 2001.

CONOPCO, INC.



Name: Kenneth C. Leonard

Title: Assistant Secretary



01-24-2001

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Unilever

January 24, 2001

BY EXPRESS MAIL  
ET196359965US

BOX ASSIGNMENTS  
Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

Re: Recordal of Assignment of Trademarks from Conopco, Inc. to Lipton Investments, Inc.

Dear Sir:

Enclosed please find the following for filing:

1. Recordation Form Cover Sheet;
2. Assignment Document;
3. Schedule of Trademark Applications;
4. Certificate of Mailing; and
5. Acknowledgement Postcard.

Please debit our Deposit Account No. 03-1595 for \$265.00 to cover the recordal fees and any other fees in connection with this filing.

We enclose a self-addressed, stamped postcard to be returned to us indicating receipt of the above documents.

Sincerely yours,

Jennifer L. Davies  
Legal Assistant

Enclosures

Unilever Home & Personal Care - North America  
33 Benedict Place • Greenwich, Connecticut 06836-6000

RECORDED: 01/24/2001

TRADEMARK  
REEL: 002239 FRAME: 0387