

07-17-2003

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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102500183

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Chesebrough-Pond's, Inc.

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

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

3. Nature of conveyance:

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

Execution Date: 2/22/2001

2. Name and address of receiving party(ies)

Name: Rise International Group, L.L.C. Internal Address:

Street Address: 311-1C Route 17

City: Lodi State: NJ Zip: 07644

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

OFFICE OF PUBLIC RECORDS 2003 JUL 15 AM 10:32 FINANCE SECTION

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,762,305 (see attached)

Additional number(s) attached Yes No

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

Name: Michael B. Chesal, Esq.

Internal Address: 17th Floor, Miami Center

Street Address: 201 S. Biscayne Blvd.

City: Miami State: FL Zip: 33131

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:

DO NOT USE THIS SPACE

9. Signature.

Michael B. Chesal, Esq. Name of Person Signing

Signature

6/30/2003 Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002779 FRAME: 0448

07/16/2003 DBYRNE 00000199 1762305 01 FC:8521 02 FC:8522

40.00 OP 225.00 OP

4B. Registrations involved, cont'd:

786,531  
806,476  
1,754,762  
827,304  
1,162,383  
1,171,881  
1,168,854  
1,251,426  
827,305

TRADEMARK ASSIGNMENT

WHEREAS, CHESEBROUGH-POND'S INC. (hereinafter "Assignor"), is owner of the trademarks listed on the attached Schedule A; and

WHEREAS, RISE INTERNATIONAL GROUP LLC, a Delaware limited liability company (hereinafter "Assignee"), is desirous of acquiring said trademarks.

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

Assignor further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Trademarks in the United States.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this agreement to be executed effective as of this 22<sup>nd</sup> day of February, 2001.

CHESEBROUGH-POND'S INC.

By: 

Name: \_\_\_\_\_

Title:

**David Ley Hamilton  
President**