

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/26/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Unilever Supply Chain, Inc.		02/08/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Lornamead Brands, Inc.
Street Address:	175 Cooper Avenue
City:	Tonawanda
State/Country:	NEW YORK
Postal Code:	14150
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	1256560	FINESSE
Registration Number:	1255753	FINESSE
Registration Number:	2751188	FINESSE
Registration Number:	1486618	FINESSE
Registration Number:	2112398	FINESSE
Registration Number:	1919193	FINESSE PLUS
Registration Number:	0857632	AQUA NET

CORRESPONDENCE DATA

Fax Number: (937)449-6405
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (937)461-6400
 Email: anna.vislosky@dinslaw.com
 Correspondent Name: Kimberly Gambrel - Dinsmore & Shohl, LLP

OP \$190.00 1256560

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Address Line 4: Dayton, OHIO 45402

ATTORNEY DOCKET NUMBER:	37908.17 - 23
NAME OF SUBMITTER:	Kimberly Gambrel
Signature:	/Kimberly Gambrel/
Date:	02/14/2008

Total Attachments: 2
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ASSIGNMENT OF TRADEMARKS

This **ASSIGNMENT OF TRADEMARKS** (hereinafter the "Assignment") is made and entered into between Unilever Supply Chain, Inc. ("Assignor"), a corporation of the state of Delaware, having a place of business at 1 John Street, Clinton, Connecticut 06413; and Lornamead Brands, Inc. ("Assignee"), a corporation of the state of Delaware, having a place of business at 175 Cooper Avenue, Tonawanda, New York, 14150, United States of America.

WHEREAS Unilever is the record owner of the trademarks and U.S. Trademark Registrations identified in Schedule A hereto (the "Marks and Registrations"); and

WHEREAS, pursuant to the terms of the Asset Purchase Agreement dated as of March 24, 2006 (the "Asset Purchase Agreement"; capitalized terms used but not defined in this Assignment shall have the meanings assigned to them in the Asset Purchase Agreement), between Conopco, Inc. a New York Corporation, and Assignee, Assignor is obligated to sell, transfer, assign and deliver to Assignee the Transferred Intellectual Property and Transferred Technology held by it.

NOW THEREFORE, in consideration of the premises contained herein and in the Asset Purchase Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor by these presents does hereby sell, assign, transfer and set over unto Assignee, its successors, legal representatives and assigns all its common law and statutory right, title and interest in the Transferred Intellectual Property and the Transferred Technology.

Assignor shall execute such individual confirmatory assignment deeds, change of name or address certificates or other documents prepared by Assignee, at Assignee's expense, necessary for the effectuation or recordation of this Assignment.

This Assignment shall be effective *nunc pro tunc* as of the April 26, 2006.

Unilever Supply Chain, Inc.

By _____


Joseph Sullivan

Name _____

Duly Authorised

Its _____

TRADEMARK

REEL: 003719 FRAME: 0366

SCHEDULE A

TRADEMARK	REG. NO.	ISSUE DATE
FINESSE	1,256,560	11/08/1983
FINESSE	1,255,753	11/01/1983
FINESSE (stylized)	2,751,188	08/12/2003
FINESSE & Design	1,486,618	05/03/1988
FINESSE & Design	2,112,398	11/11/1997
FINESSE PLUS	1,919,193	09/19/1995
AQUA NET	857,632	09/24/1968

(B)