

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

10-07-1998



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

1. Name of conveying party(ies):

THE DIAL CORPORATION
15501 NORTH DIAL BOULEVARD
SCOTTSDALE, ARIZONA 85260-1619

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

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

2. Name and address of receiving party(ies)

Name: OPR/FINANCE
DIAL BRANDS, INC.

Internal Address: SUITE 2214

Street Address: 15501 NORTH DIAL BOULEVARD

City: SCOTTSDALE State: AZ ZIP: 85260-1619

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

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

3. Nature of conveyance:

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

Execution Date: APRIL 1, 1998

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,153,083 and others

Additional numbers attached? Yes No

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

Name: REBECCA S. NITTLE

Internal Address: TRADEMARK COUNSEL

Street Address: 15501 NORTH DIAL BOULEVARD

City: SCOTTSDALE State: AZ ZIP: 85260-1619

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 3.41).....\$ 140.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

04-0980

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

DO NOT USE THIS SPACE

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.

REBECCA S. NITTLE, TRADEMARK COUNSEL

Name of Person Signing

Rebecca S. Nittle
Signature

9-28-98
Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignments

Washington, D.C. 20231

TRADEMARK

REEL: 1795 FRAME: 0640

UNITED STATES

TRADEMARK ASSIGNMENT

NUNC PRO TUNC

WHEREAS, THE DIAL CORPORATION, a corporation organized under the laws of the State of Delaware, located at 15501 North Dial Boulevard, Scottsdale, Arizona, 85260-1619, (hereinafter called the ASSIGNOR), owns the rights, title and interest in and to the trademarks including the registrations thereof, set forth on the schedule attached hereto and made a part hereof (hereinafter referred to as "Trademark Rights"); and

WHEREAS, DIAL BRANDS, INC., a corporation organized under the laws of the State of Arizona, located at 15501 North Dial Boulevard, Scottsdale, Arizona, 85260-1619, (hereinafter called the ASSIGNEE) desires to acquire all of ASSIGNOR's rights, title and interest in and to the said Trademark Rights together with the goodwill of the business associated therewith; and

WHEREAS, THE DIAL CORPORATION is willing to assign all its rights, title and interest in and to the said Trademark Rights to DIAL BRANDS, INC.; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, unto ASSIGNEE, nun pro tunc as of April 1, 1998, all ASSIGNOR's rights, title and interest in and to said Trademark Rights together with the goodwill of the business associated therewith; and ASSIGNOR further hereby assigns to ASSIGNEE its right to revoke and substitute new powers of attorney for all matters relating to said Trademark Rights pertaining thereto.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto set its hand this 28th day of September, 1998.

THE DIAL CORPORATION

DIAL BRANDS, INC.

RN
By:



SUSAN J. RILEY

By:



MARK WHITEHOUSE

Its: SENIOR VICE PRESIDENT AND

Its: PRESIDENT

CHIEF FINANCIAL OFFICER

SCHEDULE A

TRADEMARK

REGISTRATION NO.

BERRIES JUBILEE	2,153,083
SIMPLY VANILLA	2,159,632
FESTIVE BERRY	2,164,465
THE SECRET TO BEAUTIFUL SKIN	2,175,414
DUTCH	2,176,340