

Tab Serial No. MSD 3/15/99



To the Honorable Commissioner of Patents

100988126

Send 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

3. Nature of conveyance:

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

Execution Date: APRIL 1, 1998

2. Name and address of receiving party(ies)

Name: 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,197,213 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

03/18/1999 JSHBAZZ 00000127 040980 2197213

01 FC:481 40.00 CH
02 FC:482 75.00 CH

Street Address: SUITE 2214

15501 NORTH DIAL BOULEVARD

City: SCOTTSDALE State: AZ ZIP: 85260-1619

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41).....\$115.00

- 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
Name of Person Signing
TRADEMARK COUNSEL

Rebecca Nittle
Signature

3-12-99
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 Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 1869 FRAME: 0666

SCHEDULE A

TRADEMARK

REGISTRATION NO.

CONE SHAPE DESIGN

2,197,213

GARDEN FRESH

2,221,590

ISC DIAMOND

2,206,150

SUNNY CITRUS

2,223,275

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, nunc 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 parties hereto have executed this Trademark Assignment this 12th day of March, 1999 with Effective Date as set forth above.

THE DIAL CORPORATION

DIAL BRANDS, INC.

RN
By: 

Susan J. Riley

RN
By: 

Mark Whitehouse

Its: Senior Vice President and
Chief Financial Officer

Its: President