

08-23-1999



OVER SHEET
ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

and the attached original documents or copy thereof.

Tab settings 0 0 0 7

To the Honorable Commission

101123712

1. Name of conveying party(ies):
PATRICIA L. KNIGHTEN and ALLAN K. KNIGHTEN
and SNELL & WILMER L.L.P.

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

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

3. Nature of conveyance: **8-16-99**
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: May 14, 1999

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

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)

1,990,044

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: Suite 2214

Street Address: 15501 North Dial Boulevard

City: Scottsdale State: AZ ZIP: 85260

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:

04-980

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

08/20/1999 DCDATES 00000156 040980 1990044

DO NOT USE THIS SPACE

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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

Rebecca S. Nittle
Signature

8/5/99
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: 001946 FRAME: 0531

ASSIGNMENT

Trademark

WHEREAS, PATRICIA L. KNIGHTEN and ALLAN K. KNIGHTEN, both United States citizens having a mailing address at 709 Sagewood Court, SE, Albuquerque, New Mexico 87123 adopted, used, and were using until May 14, 1999 the trademark "AROMASCENT and Design" (the "mark") for aromatherapy candles containing essential oils; and registered said mark on the Principal Register in the United States Patent and Trademark Office, Registration No. 1,990,044 issued July 30, 1996 (the "registration"); and

WHEREAS, SNELL & WILMER L.L.P., a limited liability partnership organized under the laws of the State of Arizona having a principal place of business and mailing address at One Arizona Center, 400 East Van Buren, Phoenix, Arizona 85001-0004 ("Assignor"), acquired the mark and the registration thereof for and on behalf of Assignee (defined below) by means of that certain Assignment executed May 14, 1999 (marked Exhibit A and incorporated in its entirety by this reference as if set forth fully herein) for the sole purpose of immediate transfer to and ultimate use by Assignee (defined below); and

WHEREAS, DIAL BRANDS, INC., an Arizona corporation having a principal place of business and mailing address at 15501 North Dial Boulevard, Scottsdale, Arizona 85260-1619 ("Assignee"), desires to acquire all rights in and to said mark and the registration thereof;

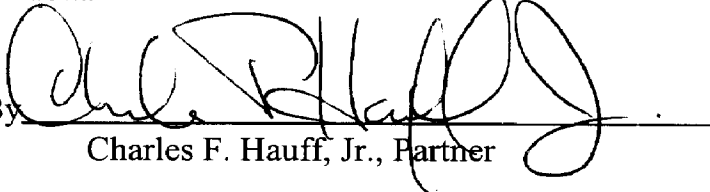
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee, its successors, assigns, and legal representatives, the full and exclusive worldwide right, title, and interest in and to the said mark, including the goodwill of the business symbolized by the mark, and the registration thereof, No. 1,990,044, and the right to sue for and collect damages for infringements and past infringements thereof, *nunc pro tunc* as of May 14, 1999.

Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks to record this Assignment for the sole benefit of Assignee, its successors, assigns, and legal representatives.

Assignor hereby agrees, upon request of Assignee, and without further remuneration, to promptly provide Assignee with all pertinent facts and documents relating to the foregoing mark as reasonably may be known and accessible to Assignor.

EXECUTED on this 3rd day of August, 1999.

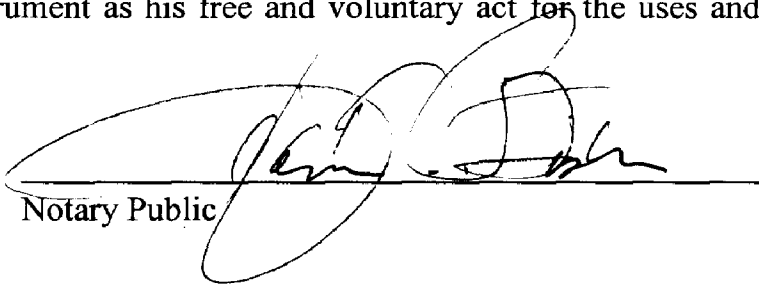
SNELL & WILMER L.L.P., a limited liability partnership organized under the laws of the State of Arizona

By 
Charles F. Hauff, Jr., Partner

STATE OF ARIZONA)
) ss.
County of Maricopa)

On this 30 day of August, 1999, before me, a notary public in and for said county, appeared CHARLES F. HAUFF, JR., Partner of SNELL & WILMER L.L.P., a limited liability partnership organized under the laws of the State of Arizona; he is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he acknowledged that he signed, sealed, and delivered the said instrument as his free and voluntary act for the uses and purposes therein set forth.

(Seal)



Notary Public

My commission expires:



