

Tab settings 5.23.00



101394343

Original documents or copy thereof.

To the Honorable Commissioner of Patents and

1. Name of conveying party(ies): PRINCE AM 11:00
 THE DIAL CORPORATION OPR/PATIENCE
 15501 NORTH DIAL BOULEVARD
 SCOTTSDALE, AZ 85260-1619

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

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

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: APRIL 1, 1998

4. Application number(s) or patent number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)
2,319,677 and others

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Stella Matijevich
 Internal Address: Trademark Paralegal
Suite 2214
15501 North Dial Boulevard
 Street Address: _____
 City: Scottsdale State: AZ ZIP: 85260-1619

6. Total number of applications and registrations involved: 6

7. Total fee (37 CFR 3.41).....\$ 165.00
 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)

06/30/2000 DMGUYEN 00000175 040980 2319677 DO NOT USE THIS SPACE

01 FC-481 40.00 CH
02 FC-482 125.00 CH

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.

Stella Matijevich Stella Matijevich 5/19/00
Name of Person Signing Signature Date

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

SCHEDULE A

| <u>TRADEMARK</u> | <u>REGISTRATION NO.</u> | <u>SERIAL NO.</u> |
|-------------------------|--------------------------------|--------------------------|
| DIAL ULTRA | 2,319,677 | 75/274,379 |
| DELIGHT YOUR SENSES | 2,320,259 | 75/455,018 |
| RELAXING LAVENDER | 2,317,255 | 75/510,192 |
| SENSUAL SPICE | 2,327,349 | 75/510,375 |
| HOLIDAY COOKIE | 2,333,827 | 75/516,916 |
| GLACIER SPRINGS | 2,317,312 | 75/978,789 |

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

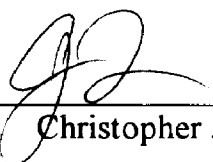
WHEREAS, THE DIAL CORPORATION is willing to assign all its rights, title and interest in and to the said Trademark Rights to DIAL BRANDS, INC.; and

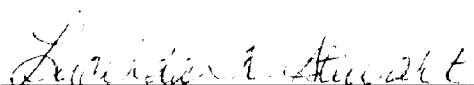
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, unto ASSIGNEE, nunc pro tunc as of April 1, 1998, all ASSIGNOR's rights, title and interest in and to said Trademark Rights together with the goodwill of the 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 19th day of May, 2000 with Effective Date as set forth above.

THE DIAL CORPORATION

DIAL BRANDS, INC.

By: 
Christopher J. Littlefield

By: 
Lucinda K. Stewart

Its: Assistant Secretary

Its: Secretary