



UNITED STATES

**ASSIGNMENT**  
**(WITH GOODWILL)**

WHEREAS, THE PROCTER & GAMBLE COMPANY, a corporation organized under the laws of the State of Ohio, located at 1 Procter & Gamble Plaza, Cincinnati, Ohio 45202-3315, (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, 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 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 PROCTER & GAMBLE COMPANY is willing to assign all its rights, title and interest in and to the said Trademark Rights to THE DIAL CORPORATION; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE, all its 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 7<sup>th</sup> day of June, 2000.

THE PROCTER & GAMBLE COMPANY

By   
Printed Name: David M. Moyer  
Title: Assistant Secretary

UNITED STATES

SCHEDULE A  
REGISTRATIONS

TRADEMARK

REGISTRATION NO.

COAST  
COAST

834,134  
1,007,242