

04-13-2001



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RECORDATION FORM COVER SHEET

TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

4-7-01

Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

THE FREEMAN COSMETIC COMPANY
15501 North Dial Boulevard
Scottsdale, Arizona 85260-1619

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

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

3. Nature of conveyance:

- [X] Assignment Merger
Security Agreement Change of Name
Other

Execution Date: December 29, 2000

2. Name and address of receiving party(ies)

Name: THE DIAL CORPORATION

Internal Address: Suite 2214

Street Address: 15501 North Dial Boulevard

City: Scottsdale State: Arizona ZIP: 85260

- Individual(s) citizenship
Association
General Partnership
Limited Partnership
[X] Corporation-State
Other



04-02-2001

U.S. Patent & TMO/TM Mail Rpt Dt. #01

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)

See Attached Schedule

B. Trademark Registration No.(s)

See Attached Schedule

Additional numbers attached? [X] Yes No

75730650

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

Name: Richard G. Harrer

Internal Address: Suite 2214

Street Address: 15501 North Dial Boulevard

City: Scottsdale State: Arizona ZIP: 85260

6. Total number of applications and registrations involved:

54

7. Total fee (37 CFR 3.41).....\$ 1,365.00

Enclosed

[X] 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.

Lisa L. Wolters
Name of Person Signing

[Signature]
Signature

3/28/2001
Date

9

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

FREEMAN TRADEMARKS

<u>Country</u>	<u>Trademark</u>	<u>Serial No.</u>	<u>Reg. No.</u>	<u>Renewal Date</u>	<u>Maint Date</u>	<u>Goods</u>
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UNITED STATES

ARE YOU GLISTENING	76/183401					PERSONAL CARE PRODUCTS, NAMELY BODY TONER
AROMESSENTIALS	74/128592	1698262	06/30/2002			HAIR CARE PRODUCTS INCLUDING SHAMPOOS, HAIR AND SCALP CONDITIONERS, HAIR AND CUTICLE CONDITIONERS GELS, SPRAY ON GELS AND HAIR SPRAY

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	AROMESSENTIALS	75/730650	2336161	03/28/2010	03/28/2005	COSMETICS AND TOILETRIES, NAMELY, NON-MEDICATED ALPHA-HYDROXY BASED SKIN PREPARATIONS, FACIAL AND BODY SCRUBS, FACIAL MASKS, FACIAL WASH, SKIN MOISTURIZERS, SKIN TONING PREPARATIONS, SKIN CLEANING PREPARATIONS, BODY WASH, BODY CREAM, BODY SPRAY, NON-MEDICATED BATH SALTS, NON-MEDICATED ALPHA-HYDROXY FOOT SOAK, FOOT SCRUB, FOOT POWDER, FOOT LOTION, NON-MEDICATED ALPHA-HYDROXY LIP AND EYE CREAM TREATMENT
	AWAY WE GLOW	76/179400				PERSONAL CARE PRODUCTS, NAMELY FACIAL MASQUE, FACIAL CLEANSER AND FACIAL SCRUB
	BARE FOOT	74/666263	1983825	07/02/2006	07/02/2002	FOOT CARE PRODUCTS NAMELY, FOOT LOTIONS, FOOT SCRUBS AND FOOT CLEANSING AND SOFTENING GELS
	BEAUTIFUL BATH	74/385411	1845309	07/19/2004		BATH FOAM, SHOWER AND BATH GELS, BODY MOISTURIZERS, AFTER-BATH LOTIONS, BATH SOAP AND BODY OILS
	BEAUTIFUL HAIR BOTANICALS (disclaimed HAIR BOTANICALS)	75/559906	2419751	01/09/2011	01/09/2006	HAIR CARE PREPARATIONS, NAMELY HAIR SHAMPOO, HAIR CONDITIONER, GEL, SPRITZER, MOUSSE, HAIR SPRAY, ALL THE FOREGOING WITH OR WITHOUT MOISTURIZING PROPERTIES
	CITY SILKER	76/179325				PERSONAL CARE PRODUCTS, NAMELY BATH AND BODY PREPARATIONS, NAMELY BODY WASH, SHOWER CREAM, HAND AND BODY LOTIONS
	DEEP IMPACT	76/178016				PERSONAL CARE PRODUCTS, NAMELY HAIR CARE PREPARATIONS, NAMELY HAIR SHAMPOO, HAIR CONDITIONER, HAIR GEL, HAIR SPRITZER, HAIR SPRAY AND HAIR MOUSSE

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	DEEP IMPACT					FACIAL SCRUBS AND SKIN CARE PREPARATIONS
	DEEPEST DESIRE	76/178015				PERSONAL CARE PRODUCTS, NAMELY BATH AND BODY PREPARATIONS, NAMELY HAND AND BODY LOTIONS, SHOWER CREAM, BODY WASH, LOTIONS, GELS, BODY SPRAY
	DEEPLY RELIEVED	76/152252				BODY LOTION
	FOR HEAVEN'S SILK					FACIAL AND BODY SCRUBS; BODY CLEANSING PREPARATIONS
	FREEMAN	73/820227	1614557	09/25/2010		HAIR CARE AND SKIN CARE PREPARATIONS, NAMELY, HAIR SHAMPOO, HAIR CONDITIONER AND SKIN LOTIONS
	FREEMAN & NEW DESIGN (customs recordal expires 10/20/08)	75/230663	2197110	10/20/2008	10/20/2003	HAIR CARE PRODUCTS, NAMELY SHAMPOOS, CONDITIONERS, HAIR TREATMENT PREPARATIONS, STYLING SERUMS, NAMELY HOLDING AND CONDITIONING AGENTS, GELS, HAIR SPRAYS AND SPRITZERS, CURLING PREPARATIONS; SKIN CARE PRODUCTS NAMELY, FACIAL AND BODY LOTIONS AND CREAMS; FACIAL AND BODY SCRUBS AND CLEANSERS, FACIAL MASKS, SKIN MOISTURIZERS, SUN TAN AND SUN SCREEN LOTIONS, FACIAL TONERS, AND EXFOLIATING CREAMS, BATH PRODUCT NAMELY, BATH FOAMS, BODY SCRUBS, GELS, SKIN WASHES AND MOISTURIZERS AND SKIN SOAKING PREPARATIONS; AND FOOT CARE PRODUCTS NAMELY, NON-MEDICATED FOOT POWDER, FOOT LOTIONS, FOOT SCRUBS AND FOOT CLEANSING AND SCRUBBING PREPARATIONS
	FREEMAN BEAUTIFUL SKIN (SKIN DISCLAIMED)	74/478120	1872177	01/10/2005		SKIN CARE PRODUCTS; NAMELY, FACIAL CLEANSERS, CLEANSING MILKS, BODY AND FACIAL SCRUBS, SKIN MOISTURIZERS, SKIN CREAMS AND MASQUES

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	FRESH IDEA	76/207461				PERSONAL CARE PRODUCTS, NAMELY BATH AND BODY PREPARATIONS, NAMELY SHOWER CREAM, BODY WASH, LOTIONS, GELS, AND BODY SPRAY
	GET SHEERIOUS	76/179402				PERSONAL CARE PRODUCTS, NAMELY FACIAL MASQUE, FACIAL CLEANSER AND FACIAL SCRUB
	GET UP AND GLOW	76/151112				BODY WASH
	GLISTEN CLEARLY	76/179326				PERSONAL CARE PRODUCTS, NAMELY FACIAL MASQUE, FACIAL CLEANSER AND FACIAL SCRUB
	GLISTEN TO THIS	76/182208				PERSONAL CARE PRODUCTS, NAMELY SILICONE POWDER MASQUE
	GLOW BARE	76/209653				PERSONAL CARE PRODUCTS, NAMELY, SKIN MOISTURIZERS, HAND AND BODY LOTION; BATH & TOILET SOAP; NON-MEDICATED BATH SALTS; SHOWER BATH GEL; TOILETRIES, NAMELY, BODY TALC, BATH FOAM, AND BUBBLE BATH; NON-MEDICATED ALPHA-HYDROXY BASED SKIN PREPARATIONS; FACIAL AND BODY SCRUBS; FACIAL MASKS, SKIN TONING PREPARATIONS; SKIN EXFOLIANTS; SKIN CLEANING PREPARATIONS; BODY OIL; BODY CREMES; BODY MISTS; LIP GLOSS; NON-MEDICATED LIP BALM; PUMICE STONES FOR PERSONAL USE; MASSAGE OIL; HAIR SHAMPOO; HAIR CONDITIONER; HAIR GEL; HAIR SPRITZER; HAIR SPRAY; HAIR MOUSSE; FOOT CARE PREPARATIONS; NAMELY, LEG CONDITIONER; LEG GEL, FOOT SCRUB; NON-MEDICATED MUSCLE RUB; ESSENTIAL OILS FOR PERSONAL USE; PERFUME; CLOTH COSMETIC BAGS AND GIFT SETS COMPRISING COMBINATIONS OF THE ABOVE.
	GLOW GET IT	76/150301				SKIN CLEANSING PREPARATIONS

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	GLOWING PLACES	76/150319				SHOWER SCRUBS
	GOTTA GLOW					PERSONAL CARE PRODUCTS, NAMELY BODY MOISTURIZERS AND LOTIONS
	IN THE THICK OF IT	76/151113				SHAMPOO, CONDITIONER, HAIR PREPARATIONS
	INTO THE DEEP	76/179327				PERSONAL CARE PRODUCTS, NAMELY, FACIAL CLEANSER, FACIAL SCRUB AND FACIAL MASQUE
	MIGHTY FINE SHINE	76/150439				SHAMPOO, CONDITIONER, HAIR PREPARATIONS
	MOISTURE MADNESS	76/152250				SHAMPOO, CONDITIONER, HAIR PREPARATIONS
	MORNING SHEER	76/179403				PERSONAL CARE PRODUCTS, NAMELY BATH AND BODY PREPARATIONS, NAMELY BODY WASH, SHOWER CREAM, HAND AND BODY LOTIONS
	PAPAYA SILK (PAPAYA SILK DISCLAIMED)	75/560452	2319889	02/15/2010	02/15/2005	HAIR CARE PREPARATIONS, NAMELY HAIR SHAMPOO, HAIR CONDITIONER, GEL, SPRITZER, MOUSSE, HAIR SPRAY, ALL THE FOREGOING WITH OR WITHOUT MOISTURIZING PROPERTIES
	PEACE AT HAND	76/183305				PERSONAL CARE PRODUCTS, NAMELY HAND AND NAIL LOTION
	PEACE TREATY	76/151111				BATH FOAMS
	PURE AMBITION	76/183962				PERSONAL CARE PRODUCTS, NAMELY CLAY MASQUE
	PURE ISLAND PAPAYA	75/560450	2333871	03/21/2010	03/21/2005	HAIR CARE PREPARATIONS, NAMELY HAIR SHAMPOO, HAIR CONDITIONER, GEL, SPRITZER, MOUSSE, HAIR SPRAY, ALL THE FOREGOING WITH OR WITHOUT MOISTURIZING PROPERTIES
	QUICK MINDED	76/151763				BODY LOTION

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	SHEER BLISS	76/150320				BODY LOTIONS, BODY MISTS
	SHEER WONDERFUL	76/150316				BODY WASH
	SHEER WONDERFULL	76/164557				PERSONAL CARE PRODUCTS, NAMELY HAIR CARE PREPARATIONS, NAMELY HAIR SHAMPOO, HAIR CONDITIONER, HAIR GEL, HAIR SPRITZER, HAIR SPRAY, HAIR MOUSSE
	SILK A PEEL	76/179328				PERSONAL CARE PRODUCTS, NAMELY, FACIAL CLEANSER, FACIAL SCRUB AND FACIAL MASQUE
	SILK CLEAN PIE	76/164558				PERSONAL CARE PRODUCTS, NAMELY BATH AND BODY PREPARTIONS, NAMELY, SHOWER CREAM, BODY WASH, LOTION, GEL, BODY SPRAY
	SILK ME OVER	76/178014				PERSONAL CARE PRODUCTS, NAMELY BATH AND BODY PREPARATIONS, NAMELY HAND AND BODY LOTIONS, SHOWER CREAM, BODY WASH
	SILKEN TREASURE	76/178018				PERSONAL CARE PRODUCTS, NAMELY BATH AND BODY PREPARATIONS, NAMELY LOTIONS, SHOWER CREAM, BODY WASH, BODY SCRUBS, GELS, BODY SPRAY
	SIMPLY TOUCHED	76/152541				BODY LOTION
	SMOOTH DAYS AHEAD	76/150440				SHOWER SCRUBS
	SMOOTH DAYS AHEAD	76/198373				PERSONAL CARE PRODUCTS, NAMELY HAIR CARE PREPARATIONS, NAMELY HAIR SHAMPOO, HAIR CONDITIONER, HAIR GEL, HAIR SPRITZER, HAIR SPRAY AND HAIR MOUSSE
	SMOOTHER THAN LATER	76/150317				BATH FOAM
	SMOOTHERAPY	76/182011				PERSONAL CARE PRODUCTS, NAMELY BODY TONER

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	STRAIGHT A HEAD	76/150318				SHAMPOO, CONDITIONER, HAIR PREPARATIONS
	SUNLOCK	75/761818				AN INGREDIENT IN HAIR SHAMPOOS, HAIR CONDITIONERS AND HAIR STYLING AIDES
	THE SMOOTH FAIRY	76/182207				PERSONAL CARE PRODUCTS, NAMELY BODY SCRUB
	TOOTSIES	75/556193				COSMETICS AND TOILETRIES, NAMELY FOOT CARE PRODUCTS INCLUDING SCRUBS, MOISTURIZERS, LOTIONS, CREAMS, GELS, SPRAYS AND POWDERS
	TRULY, MADLY, DEEPLY	76/186406				PERSONAL CARE PRODUCTS, NAMELY HAIR PREPARATIONS
	WASH N GLOW	76/179401				PERSONAL CARE PRODUCTS, NAMELY FACIAL MASQUE, FACIAL CLEANSER AND FACIAL SCRUB

UNITED STATES

ASSIGNMENT
(WITH GOODWILL)

WHEREAS, THE FREEMAN COSMETIC COMPANY, a corporation organized under the laws of the State of California, located at 15501 North Dial Boulevard, Scottsdale, Arizona 85260-1619, United States of America, (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

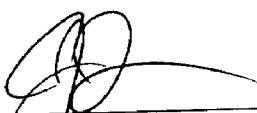
WHEREAS, THE DIAL CORPORATION, a corporation organized under the laws of the State of Delaware, located at 15501 North Dial Boulevard, Scottsdale, Arizona 85260-1619, United States of America, (hereinafter called the ASSIGNEE) desires to acquire all of ASSIGNOR's rights, title and interest in and to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

WHEREAS, THE FREEMAN COSMETIC 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 28 day of March, 2001.

THE FREEMAN COSMETIC COMPANY



Christopher J. Littlefield
Secretary