



Tab settings

To the Honorable Commissioner of Patents

101771886

1 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
- Corporation-State California
- Other

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

3. Nature of conveyance:

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

Execution Date: June 19, 2001

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)

- 76/259401
- 76/259400
- 76/259424
- 76/259423

B. Trademark Registration No.(s)

N/A

Additional numbers attached? Yes No

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: AZ ZIP: 85260

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41).....\$ 115

- 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)

07/10/2001 9BYRNE 00000216 040980 76259401

DO NOT USE THIS SPACE

01 EC:AB1 40.00 CH
02 PC:182 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.

Richard G. Harrer
Name of Person Signing

Richard G. Harrer
Signature

JUNE 19, 2001
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: 002326 FRAME: 0838

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 (hereinafter called the ASSIGNOR), owns the rights, title and interest in and to the trademarks set forth on Schedule A 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, ASSIGNOR is willing to assign all its rights, title and interest in and to the said Trademark Rights to ASSIGNEE; 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 19th day of June, 2001.

THE FREEMAN COSMETIC COMPANY



Christopher J. Littlefield
Secretary

STATE OF ARIZONA)
COUNTY OF MARICOPA) ss.
UNITED STATES OF AMERICA)

On this 19th day of June 2001, before me, a Notary Public in and for the above-mentioned County and State, personally appeared CHRISTOPHER J. LITTLEFIELD, to me known and known to me to be the person who signed the foregoing instrument as SECRETARY of THE FREEMAN COSMETIC COMPANY and acknowledged that he executed the same as an act of the identified corporation.

By 

Notary Public



UNITED STATES

**SCHEDULE A
APPLICATIONS**

<u>TRADEMARK</u>	<u>APPL. NO.</u>	<u>FIRST USE DATE</u>
A WASH COME TRUE	76/259401	May 11, 2001
FU-FU FOAM	76/259400	May 11, 2001
OOH LA LOOFAH	76/259424	May 11, 2001
SHIMMER CHIC	76/259423	May 11, 2001