

REC

09-19-2001

SHEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office



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Tab settings

To the Honorable Commissioner of Patents

101848740

Attached original documents or copy thereof.

1. Name of conveying party(ies):

THE DIAL CORPORATION  
15501 North Dial Boulevard  
Scottsdale, Arizona 85260

*08/29/01*

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

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

2. Name and address of receiving party(ies)

Name: FASMA, LLC

Internal Address: 7329 West Harrison Street

Street Address: \_\_\_\_\_

City: Forest Park State: IL ZIP: 60130

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Company - Delaware



08-29-2001

U.S. Patent & TMO/TM Mail Rpt Dt. #26

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
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: August 28, 2001

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

See Attached

B. Trademark Registration No.(s)

See Attached

Additional numbers attached?  Yes  No

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

Name: Gerald L. Jenkins

Internal Address: Goldberg, Kohn, Bell, et al.

55 East Monroe Street, Suite 3700

Street Address: \_\_\_\_\_

City: Chicago State: IL ZIP: 60603

6. Total number of applications and registrations involved: \_\_\_\_\_

59

7. Total fee (37 CFR 3.41).....\$ 1490.00

- 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)

DO NOT USE THIS SPACE

09/18/2001 DBYRNE 00000098 040980 1730536

01 FC:481 40.00 CH  
02 FC:482 145.00 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.

Lisa L. Wolters  
Name of Person Signing

*Lisa L. Wolters*  
Signature

August 28, 2001  
Date

6

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

**UNITED STATES**

**SCHEDULE A**

**SARAH MICHAELS  
REGISTRATIONS/APPLICATION**

<b><u>TRADEMARK</u></b>	<b><u>REG. NO.</u></b>	<b><u>SER. NO.</u></b>
SARAH MICHAELS & DESIGN	1730536	
SARAH MICHAELS & DESIGN	1963024	
SOLAGE & DESIGN	1795048	
THE ERASER	1168225	
THE ULTIMATE BATH		75/832808

**FREEMAN  
REGISTRATIONS/APPLICATIONS**

<b><u>TRADEMARK</u></b>	<b><u>REGISTRATION NO.</u></b>	<b><u>SERIAL NO.</u></b>
ARE YOU GLISTENING		76/183401
AROMESSENTIALS	1698262	
AROMESSENTIALS	2336161	
AWAY WE GLOW		76/179400
BARE FOOT	1983825	
BEAUTIFUL BATH	1845309	
BEAUTIFUL HAIR BOTANICALS	2419751	
CITY SILKER		76/179325
DEEP IMPACT		76/178016
DEEP IMPACT		76/222424
DEEPEST DESIRE		76/178015

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>SERIAL NO.</u>
DEEPLY RELIEVED		76/152252
FOR HEAVEN'S SILK		76/223606
FREEMAN	1614557	
FREEMAN & NEW DESIGN	2197110	
FREEMAN BEAUTIFUL SKIN	1872177	
FRESH IDEA		76/207461
GET SHEERIOUS		76/179402
GET UP AND GLOW		76/151112
GLISTEN CLEARLY		76/179326
GLISTEN TO THIS		76/182208
GLOW BARE		76/209653
GLOW GET IT		76/150301
GLOWING PLACES		76/150319
GOTTA GLOW		76/223607
IN THE THICK OF IT		76/151113
INTO THE DEEP		76/179327
MIGHTY FINE SHINE		76/150439
MOISTURE MADNESS		76/152250
MORNING SHEER		76/179403
PAPAYA SILK	2319889	
PEACE AT HAND		76/183305
PEACE TREATY		76/151111
PURE AMBITION		76/183962
PURE ISLAND PAPAYA	2333871	

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>SERIAL NO.</u>
QUICK MINDED		76/151763
SHEER BLISS		76/150320
SHEER WONDERFUL		76/150316
SHEER WONDERFULL		76/164557
SILK A PEEL		76/179328
SILK CLEAN PIE		76/164558
SILK ME OVER		76/178014
SILKEN TREASURE		76/178018
SIMPLY TOUCHED		76/152541
SMOOTH DAYS AHEAD		76/150440
SMOOTH DAYS AHEAD		76/198373
SMOOTHER THAN LATER		76/150317
SMOOTHERAPY		76/182011
STRAIGHT A HEAD		76/150318
SUNLOCK		75/761818
THE SMOOTH FAIRY		76/761818
TOOTSIES		75/556193
TRULY, MADLY, DEEPLY		76/186406
WASH 'N GLOW		76/179401

**UNITED STATES  
ASSIGNMENT  
(WITH GOODWILL)**



08-29-2001

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #26

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 USA, (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

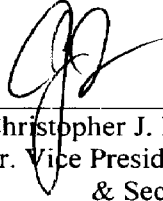
WHEREAS, FASMA, LLC a limited liability company organized under the laws of the State of Delaware, located at 7329 West Harrison Street, Forest Park, Illinois 60130 (hereinafter called the ASSIGNEE) desires to acquire all of ASSIGNOR's rights, title and interest in and to the said Trademark Rights together 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 FASMA, LLC; 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 August, 2001.

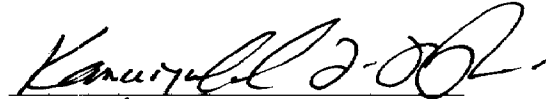
THE DIAL CORPORATION



Christopher J. Littlefield  
Sr. Vice President, General Counsel  
& Secretary

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto set its hand this 29 day of August, 2001.

FASMA, LLC

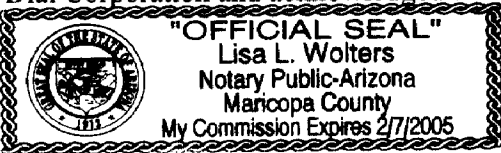
  
Name: KANAIYALAL J. HATHI  
Title: Member


**ACKNOWLEDGMENT**

**ASSIGNOR**

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

On this 28 day of August, 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 Sr. Vice President, General Counsel & Secretary of The Dial Corporation and acknowledged that he executed the same as an act of the identified corporation.



By   
Notary Public

**ASSIGNEE**

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

On this 29 day of August, 2001, before me, a Notary Public in and for the above-mentioned County and State, personally appeared KANAIYALAL J. HATHI to me known and known to me to be the person who signed the foregoing instrument as MEMBER of FASMA, LLC and acknowledged that he/she executed the same as an act of the identified limited liability company.



By   
Notary Public