

10-24-2001



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

TRADEMARK 101884226

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): The Dial Corporation

10/10/01

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

2. Name and address of receiving party(ies)

Name: FASMA, LLC Internal Address: Street Address: 7329 West Harrison Street City: Forest Park State: IL Zip: 60130

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

10-01-2001

U.S. Patent & TMO/TM Mail Rpt Dt. #34

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Other Limited Liability Company

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

Execution Date: August 28, 2001

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

SPRING DREAMS - 2428874

GLISTEN UP! - 76/178017

Additional number(s) attached Yes No

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

Name: Vanessa A. Bachtell

Internal Address: Goldberg Kohn et. al

Street Address: 55 East Monroe, Suite 3700

City: Chicago State: IL Zip: 60603

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$ 65

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

(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.

Vanessa Bachtell Name of Person Signing

V. Bachtell Signature

9/28/01 Date

Total number of pages including cover sheet, attachments, and document: 7

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the _____ day of August 2001, between THE DIAL CORPORATION, a corporation organized under the laws of the State of Delaware, having its principal place of business at 15501 North Dial Boulevard, Scottsdale, Arizona 85260-1619 USA and FASMA, LLC, a limited liability company organized under the laws of the State of Delaware, having its principal place of business at 7329 West Harrison Street, Forest Park, Illinois 60130.

WITNESSETH THAT:

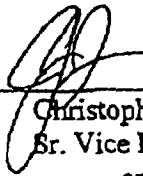
WHEREAS, assignor THE DIAL CORPORATION has agreed with assignee FASMA, LLC to assign to FASMA, LLC the trademarks set forth in Schedule I attached hereto, including the goodwill and business relating thereto, the registrations thereof, the applications for registration thereof, and all other rights relating thereto.

NOW THIS DEED WITNESSETH THAT for good and valuable consideration, the receipt of which is hereby acknowledged, THE DIAL CORPORATION does hereby assign unto FASMA, LLC the trademarks set forth in Schedule I attached hereto, together with the goodwill of the business relating thereto, the registrations thereof, the applications for registration thereof, and all other rights relating thereto, to hold the same unto the assignee FASMA, LLC absolutely for its own use and behoof, and for the use and behoof of its successors and assigns as fully and entirely as the same would have been held and enjoyed by THE DIAL CORPORATION if this assignment and transfer had not been made.

Concurrently with the Assignment of such Trademarks, THE DIAL CORPORATION is assigning to FASMA, LLC the business to which the marks pertain.

IN WITNESS WHEREOF, the assignor THE DIAL CORPORATION has hereunto set its hand the day and year first above written.

THE DIAL CORPORATION

By 

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

SCHEDULE I

SARAH MICHAELS TRADEMARKS

<u>Country</u>	<u>Mark</u>	<u>Reg. No.</u>	<u>Ser. No.</u>
Australia	Sarah Michaels & Design	667868	
Australia	Sarah Michaels & Design	667867	
Benelux	Sarah Michaels & Design	579159	
Canada	Sarah Michaels & Design	TMA40396	
Canada	The Ultimate Bath		1037893
China	Sarah Michaels & Design	980190	
China	Sarah Michaels & Design	972587	
Dominican Republic	Sarah Michaels & Design	105314	
France	Sarah Michaels & Design	95576299	
Germany	Sarah Michaels & Design	395257417	
Great Britain	Sarah Michaels & Design	2024863	
Hong Kong	Sarah Michaels & Design	11442/1997	
Hong Kong	Sarah Michaels & Design	11441/1997	
Italy	Sarah Michaels & Design	728060	
Japan	Sarah Michaels & Design	4177081	
Japan	Sarah Michaels & Design	4243870	
Mexico	Sarah Michaels & Design	506385	
Mexico	Sarah Michaels & Design	523922	
New Zealand	Sarah Michaels & Design	314907	
New Zealand	Sarah Michaels & Design	314904	
New Zealand	Sarah Michaels & Design	314905	
New Zealand	Sarah Michaels & Design	314906	
Philippines	Sarah Michaels & Design		4-1999-06188
Singapore	Sarah Michaels & Design	6171/95	
Singapore	Sarah Michaels & Design	6170/95	
Spain	Sarah Michaels & Design	1976359	

<u>Country</u>	<u>Mark</u>	<u>Reg. No.</u>	<u>Ser. No.</u>
Spain	Sarah Michaels & Design	1976358	
Taiwan	Sarah Michaels & Design	730429	
Taiwan	Sarah Michaels & Design	752136	
United States	Sarah Michaels & Design	1730536	
United States	Sarah Michaels & Design	1963024	
United States	Solage & Design	1795048	
United States	Spring Dreams	2428874	
United States	The Eraser	1168225	
United States	The Ultimate Bath		75/832808

FREEMAN TRADEMARKS

<u>Country</u>	<u>Mark</u>	<u>Reg. No.</u>	<u>Ser. No.</u>
Mexico	Beautiful Hair Botanicals	613978	
Mexico	Papaya Silk	613977	
United States	Are You Glistening		76/183401
United States	Aromesentials	1698262	
United States	Aromesentials	2336161	
United States	Away We Glow		76/179400
United States	Bare Foot	1983825	
United States	Beautiful Bath	1845309	
United States	Beautiful Hair Botanicals	2419751	
United States	City Silker		76/179325
United States	Deep Impact		76/178016
United States	Deep Impact		76/222424
United States	Deepest Desire		76/178015
United States	Deeply Relieved		76/152252
United States	For Heaven's Silk		76/223606
United States	Freeman	1614557	
United States	Freeman & New Design	2197110	
United States	Freeman Beautiful Skin	1872177	

<u>Country</u>	<u>Mark</u>	<u>Reg. No.</u>	<u>Ser. No.</u>
United States	Fresh Idea		76/207461
United States	Get Sheerious		76/179402
United States	Get Up And Glow		76/151112
United States	Glisten Clearly		76/179326
United States	Glisten To This		76/182208
United States	Glisten Up!		76/178017
United States	Glow Bare		76/209653
United States	Glow Get It		76/150301
United States	Glowing Places		76/150319
United States	Gotta Glow		76/223607
United States	In The Thick Of It		76/151113
United States	Into The Deep		76/179327
United States	Mighty Fine Shine		76/150439
United States	Moisture Madness		76/152250
United States	Morning Sheer		76/179403
United States	Papaya Silk	2319889	
United States	Peace At Hand		76/183305
United States	Peace Treaty		76/151111
United States	Pure Ambition		76/183962
United States	Pure Island Papaya	2333871	
United States	Quick Minded		76/151763
United States	Sheer Bliss		76/150320
United States	Sheer Wonderful		76/150316
United States	Sheer Wonderfull		76/164557
United States	Silk A Peel		76/179328
United States	Silk Clean Pie		76/164558
United States	Silk Me Over		76/178014
United States	Silken Treasure		76/178018
United States	Simply Touched		76/152541
United States	Smooth Days Ahead		76/150440

<u>Country</u>	<u>Mark</u>	<u>Reg. No.</u>	<u>Ser. No.</u>
United States	Smooth Days Ahead		76/198373
United States	Smoothen Than Later		76/150317
United States	Smootherapy		76/182011
United States	Straight A Head		76/150318
United States	The Smooth Fairy		76/182207
United States	Tootsies		75/556193
United States	Truly, Madly, Deeply		76/186406
United States	Wash 'N Glow		76/179401

D

GOLDBERG, KOHN, BELL, BLACK, ROSENBLOOM & MORITZ, LTD.
ATTORNEYS AT LAW

OSCAR L. ALCANTARA
STEPHEN B. BELL
DENNIS B. BLACK
PHILIP M. BLACKMAN
JOEL F. BROWN
DENISE B. CAPLAN
ANDREW R. CARDONICK*
DAVID J. CHIZEWER
FREDERICK H. COHEN
JONATHAN M. COOPER
NATALIA DELGADO*
DAVID L. DRANOFF
BARBARA M. FLOM
GERALD L. JENKINS
MICHAEL D. KARPELES
FRÉDÉRIC K. KLEIN
RANDALL L. KLEIN**
RICHARD M. KOHN
STEVEN A. LEVY
WILLIAM R. LOESCH
MICHAEL B. MANUEL
DAVID M. MASON
WILLIAM C. MEYERS
TERRY F. MORITZ*

DAVID E. MORRISON
GERALD F. MUNIZ
ALICE G. OWINGS
JAMES B. ROSENBLOOM
GARY N. RUBEN
DANIEL P. SHAPIRO
ALAN P. SOLOW
MICHAEL I. SULLIVAN
CAROLE K. TOWNE
KENNETH S. ULRICH
GARY T. ZUSSMAN

VANESSA A. BACHTTELL
ESTHER S. BARRON
JAMI L. BRODEY
KAREN K. DIXON***
JEREMY M. DOWNS
CARRIE M. GARCIA
RACHEL S. GENA
ALLISON G. HAMMER
MICHAEL C. HAINEN
DEBORAH RZASNICKI HOGAN
SUSAN H. KANE
DIMITRI G. KARCAZES

TRACY E. KATZ
ADAM M. LASER
HILLARY LEVITT DUNN
MICHAEL N. LEVY
ROGER A. LEWIS
MEGAN G. MCCAULEY
LISA D. MCCOY
CHARLES J. MUHL
JASON P. NEUMARK
KATHRYN A. PAMENTER
ANNE MARIE PISANO
KETH G. RADNER
ELI M. ROLLMAN
LINCOLN SCHROTH
SANJAY SHARMA****

COUNSEL
SUZANNE G. KOWALSKI
JOSEPH M. MARTIN

ALSO ADMITTED TO
* NEW YORK BAR
** FLORIDA BAR
*** KANSAS AND MISSOURI BARS
**** OHIO BAR

SUITE 3700
55 EAST MONROE STREET
CHICAGO, ILLINOIS 60603-5802
(312) 201-4000

FACSIMILE
(312) 332-2196

WEBSITE:
www.goldbergkohn.com

WRITER'S DIRECT LINE
(312) 201-3971

WRITER'S INTERNET ADDRESS
Vanessa.Bachtell@goldbergkohn.com

September 28, 2001

EXPRESS MAIL: Label Number EL382720781US
DATE OF DEPOSIT: September 28, 2001



Assistant Commissioner for Trademarks
Box Assignments/FEE
2900 Crystal Drive
Arlington, VA 22202-3513

10-01-2001
U.S. Patent & TMO/c/TM Mail Rcpt Dt. #34

Re: Trademark Assignment from DIAL BRANDS, INC. to FASMA, LLC

Dear Sir or Madam:

Enclosed please find a Recordation Form Cover Sheet, Trademark Assignment, Schedule A and applicable fee for the trademark assignments of two (2) marks from Dial Brands, Inc. to Fasma, LLC. The trademark names, serial numbers and/or application numbers are listed on the Schedule A enclosed. Please return the enclosed self addressed, stamped postcard acknowledging your receipt of the materials.

Please do not hesitate to call with any questions you may have regarding the enclosed materials.

Very truly yours,

Vanessa A. Bachtell

VAB/cct
Enclosures
cc: Oscar L. Alcantara, Esq.

ag

CERTIFICATE OF EXPRESS MAIL UNDER 37 CFR 1.10

"Express Mail" Mailing Label Number: EL382720781US

Date of Deposit: September 28, 2001

I hereby certify that the enclosed Trademark Assignment is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA, 22202-3513.

Vanessa A. Bachtell