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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



Tab settings

To the Honorable Commissioner of Patents and Trademarks **101889899**

3 original documents or copy thereof.

1. Name of conveying party(ies): 10-121

SARAH MICHAELS, LLC
15501 North Dial Boulevard
Scottsdale, Arizona 85260-1619

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

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

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: AZ ZIP: 85260-1619

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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: August 28, 2001

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

A. Trademark Application No.(s)



Trademark Registration No.(s)

N/A

10-01-2001

SPRING DREAMS

Reg. 2428874

U.S. Patent & TMO/TM Mail Rcpt Dt. #11

Additional numbers attached? Yes No

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

Name: Lisa L. Wolters

Internal Address: Suite 2214
15501 North Dial Boulevard

Street Address: _____

City: Scottsdale State: AZ ZIP: 85260

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

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)

10/29/2001 6TON11 00000171 040980 2428874

DO NOT USE THIS SPACE

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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

Lisa L. Wolters
Signature

September 26, 2001
Date

Total number of pages including cover sheet, attachments, and document: 4

UNITED STATES
ASSIGNMENT
(WITH GOODWILL)

WHEREAS, SARAH MICHAELS, LLC, a limited liability company 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

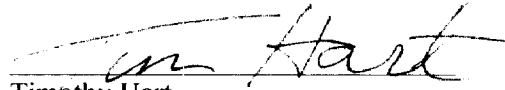
WHEREAS, THE DIAL CORPORATION, a corporation organized under the laws of the State of Delaware, located at 15501 North Dial Boulevard, Scottsdale, Arizona 85260-1619 USA, (hereinafter called the ASSIGNEE) desires to acquire all of ASSIGNOR's rights, title and interest in and to the said Trademark Rights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

WHEREAS, SARAH MICHAELS, LLC 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.

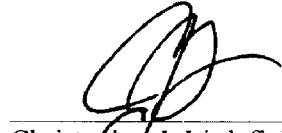
IN WITNESS WHEREOF, the said ASSIGNOR has hereunto set its hand this 28 day of AUG, 2001.

SARAH MICHAELS, LLC


Timothy Hart
Assistant Secretary

IN WITNESS WHEREOF, the said ASSIGNEE has hereunto set its hand this 28 day of AUG, 2001.

THE DIAL CORPORATION


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



ACKNOWLEDGMENT

ASSIGNOR

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

On this 28 day of AUG, 2001, before me, a Notary Public in and for the above-mentioned County and State, personally appeared Timothy Hart to me known and known to me to be the person who signed the foregoing instrument as Assistant Secretary of Sarah Michaels, LLC and acknowledged that he executed the same as an act of the identified corporation.


By 
Notary Public

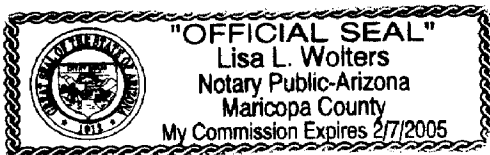


ASSIGNEE

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

On this 28 day of AUG, 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



UNITED STATES

**SCHEDULE A
REGISTRATION**

TRADEMARK

REGISTRATION NO.

SPRING DREAMS

2,428,874