

03-31-2003

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Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
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102404708

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

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
15501 North Dial Boulevard
Scottsdale, Arizona 85260

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

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: _____

2. Name and address of receiving party(ies)
Name: FASMA, LLC
Internal Address: Suite 102

Street Address: 1420 Kensington Road
City: Oak Brook State: IL Zip: 60523

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State _____
- Other Limited Liability Co.-Delaware

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 registration number(s):
A. Trademark Application No.(s)
76/182207

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Internal Address: _____
Goldberg, Kohn, Bell, Black,
Rosenbloom & Moritz, Ltd.
Suite 3700

Street Address: 55 East Monroe Street

City: Chicago State: IL Zip: 60603

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: _____

(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.

Oscar L. Alcantara
Name of Person Signing

Signature

03/14/03
Date

Total number of pages including cover sheet, attachments, and document: 6

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

04/01/2003 6TON11 00000023 76182207

01 FC:8521 40.00/DP

TRADEMARK
REEL: 002701 FRAME: 0994

UNITED STATES
ASSIGNMENT
(WITH GOODWILL)

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

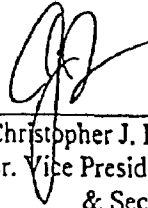
WHEREAS, FASMA, LLC a limited liability company organized under the laws of the State of Delaware, located at 7329 West Harrison Street, Forest Park, Illinois 60130 (hereinafter called the ASSIGNEE) desires to acquire all of ASSIGNOR's rights, title and interest in and to the said Trademark Rights together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

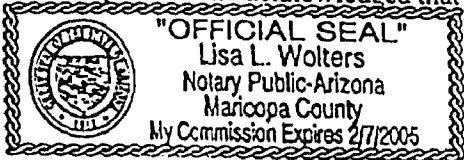

Name: KANAIYALAL J. HATHI
Title: Member


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.

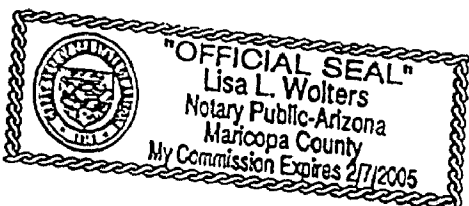


By 
Notary Public

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

UNITED STATES

SCHEDULE A

SARAH MICHAELS
REGISTRATIONS/APPLICATION

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

FREEMAN
REGISTRATIONS/APPLICATIONS

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>	<u>SERIAL NO.</u>
ARE YOU GLISTENING		76/183401
AROMESENTIALS	1698262	
AROMESENTIALS	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

TRADEMARKREGISTRATION NO.SERIAL NO.

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

TRADEMARK**REEL: 002701 FRAME: 0998**

TRADEMARKREGISTRATION NO.SERIAL NO.

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		76/182207
TOOTSIES		75/556193
TRULY, MADLY, DEEPLY		76/186406
WASH 'N GLOW		76/179401