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To the Honorable Commissioner of Patents

102416072

Send original documents or copy thereof.

1. Name of conveying party(ies):
AMERICA EXCELSIOR COMPANY

3-2603

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

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

3. Nature of conveyance:

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

November 19, 2002

Execution Date: _____

2. Name and address of receiving party(ies)

Name: **DIAL MANUFACTURING, INC.**

Internal Address: **25 South 51st Avenue**

Street Address: _____

City: **Phoenix** State: **AZ** ZIP: **85043**

- 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)

B. Trademark Registration No.(s)

2,547,509

Additional numbers attached? Yes No

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

TOD R. NISSELE, P.C.

Name: _____

Internal Address: _____

P.O. Box 55630

Street Address: _____

City: **Phoenix** State: **AZ** ZIP: **85078**

6. Total number of applications and registrations involved:

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)

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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.

TOD R. NISSELE, Reg. No. 29,241

03-17-03

Name of Person Signing

Signature

4

Date

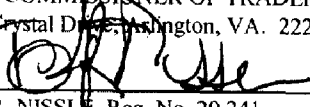
Total number of pages including cover sheet, attachments, and document:

ASSIGNMENT

Whereas AMERICAN EXCELSIOR COMPANY, a Texas corporation having an office at 850 Avenue H, East Arlington, Texas 76005 (hereafter "AMERICAN"), has adopted and used the mark "MAX COOL" for evaporative cooling pads and other evaporative cooler parts and the mark "MAX COOL and Design" for evaporative cooling pads and other evaporative cooler parts, said "MAX COOL" and "MAX COOL and Design" marks hereafter being collectively referred to as "the Marks", said "MAX COOL and Design" mark being registered in the United States Patent Office Office, Registration No. 2,547,509 , issued March 12, 2002, said marks collectively hereafter being referred to as the "Marks"; and

Whereas DIAL MANUFACTURING, INC., an Arizona corporation having its principal place of business at 25 South 51st Avenue, Phoenix, Arizona 85043 (hereafter "DIAL") is desirous of acquiring the Marks and said registration;

I hereby certify that this correspondence is being deposited with the United States Postal Service as:
FIRST CLASS CERTIFIED MAIL NO. 7002 2030 0006 8080 2095
in an envelope addressed to: Attn. Assignments - 1 -
ASST. COMMISSIONER OF TRADEMARKS,
2900 Crystal Drive, Arlington, VA. 22202 on: March 17, 2003



TOD R. NISSLÉ, Reg. No. 29,241 03/17/03
DATE

TRADEMARK
REEL: 002708 FRAME: 0828

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said AMERICAN does hereby assign unto the said DIAL all right, title and interest in and to the Marks, together with the good will of the business symbolized by the Marks, and the above-identified registration.

AMERICAN EXCELSIOR COMPANY



BY: Samuel N. Scull

TITLE: Vice President

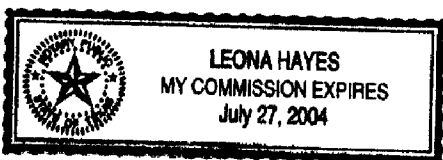
Purchasing & Logistics

City of Arlington)
) ss.
State of Texas)

On this 19 day of November, 2002, before me, the undersigned, personally appeared Samuel N. Scull, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he/she executed the foregoing instrument for the purposes therein contained.

IN WITNESS WHEREOF, I have set my hand and official seal.

Leona Hayes
Notary Public



My commission expires:

July 27, 2004