

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dial Corporation	Purex Corporation	01/23/1989	CORPORATION:

RECEIVING PARTY DATA	
Name:	Fitzpatrick Bros., Inc.
Street Address:	625 North Sacramento Boulevard
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60612
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	71214309	BAB-O

CORRESPONDENCE DATA	
Fax Number:	(262)947-4311
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	262 947 3500
Email:	mmattes@oldsfitz.com
Correspondent Name:	Fitzpatrick Bros., Inc.
Address Line 1:	625 North Sacramento Boulevard
Address Line 4:	Chicago, ILLINOIS 60612

NAME OF SUBMITTER:	Mark C. Mattes
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Total Attachments: 1 source=babo tm ren 11-5-04#page1.tif
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BAB-O UNITED STATES
TRADEMARK ASSIGNMENT

WHEREAS, THE DIAL CORPORATION, a Delaware corporation, located at Greyhound Tower, Phoenix, Arizona 85077 (hereinafter called the "Assignor") has adopted, used and is using the mark identified below which is registered in the United States Patent and Trademark Office as follows:

BAB-O Registration No. 203,724 Dated 9/22/25

and;

WHEREAS, FITZPATRICK BROS. INC., an Illinois corporation, located at 625 North Sacramento Boulevard, Chicago, Illinois 60612 (hereinafter called the "Assignee") is desirous of acquiring said mark and the registration thereof, Registration No. 203,724;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all its right, title and interest in and to the said mark together with the good will of the business symbolized by the mark and the above identified registration thereof.

THIS ASSIGNMENT is subject to the exclusive rights of Turco Purex Industrial Corp., a California corporation, with offices at Westminster, California ("Turco") pursuant to that certain License Agreement dated March 20, 1985 between Turco (assignee of TP Industrial, Inc.) and Assignor (successor to Purex Corporation) in respect of Institutional BAB-O cleanser.

THE DIAL CORPORATION

By: *D.L. Johnson*

Date: 1/23/89

Title: VP Planning & Development

STATE OF ARIZONA)
) ss
County of Maricopa)

The foregoing instrument was acknowledged before me this 23rd day of January, 1989, by D.L. Johnson, VP Planning & Development of The Dial Corporation, a Delaware corporation, on behalf of the corporation.

Katherine Behr
Notary Public

My Commission Expires April 30, 1992