

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/12/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Armour Brands, Inc.		02/27/2005	CORPORATION: ARIZONA

RECEIVING PARTY DATA

Name:	The Dial Corporation
Street Address:	15501 N. Dial Boulevard
City:	Scottsdale
State/Country:	ARIZONA
Postal Code:	85260
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	78731895	DESSERT BUCKET
Serial Number:	78626877	THE ULTIMATE IN THICK, RICH CHILI
Serial Number:	78572360	ULTIMATE

CORRESPONDENCE DATA

Fax Number: (602)382-6070
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (602) 382-6337
 Email: dboyd@swlaw.com
 Correspondent Name: Damon L. Boyd, Snell & Wilmer LLP
 Address Line 1: 400 E. Van Buren
 Address Line 4: Phoenix, ARIZONA 85004

ATTORNEY DOCKET NUMBER:	49930.0067
NAME OF SUBMITTER:	Damon L. Boyd

CH \$90.00 78731895

Signature:

/Damon L. Boyd/

Date:

02/28/2006

Total Attachments: 3

source=armourassignment#page1.tif

source=armourassignment#page2.tif

source=armourassignment#page3.tif

ASSIGNMENT AND CONVEYANCE AGREEMENT

WHEREAS, Armour Brands, Inc., an Arizona corporation having offices at 15501 North Dial Boulevard, Scottsdale, Arizona 85260-1619 ("Assignor"), is owner of the entire right, title and interest in and to the trademarks and trademark applications set forth on Exhibit A attached hereto (collectively the "U.S. Trademarks"), and desires to transfer and assign nunc pro tunc to The Dial Corporation, 15501 N. Dial Boulevard, Scottsdale, AZ 85260 ("Assignee"), all of its rights, title and interest in and to the U.S. Trademarks set forth on Exhibit A, together with the goodwill associated therewith; and

WHEREAS, Assignee desires to acquire the U.S. Trademarks from Assignor; and

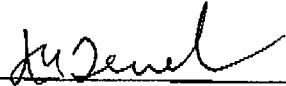
WHEREAS, Assignor and Assignee agree that Assignee will not assume any liabilities in the transfer of the rights, title and interest in and to the U.S. Trademarks.

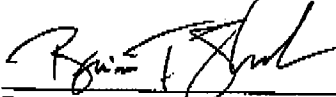
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby transfer and assign to said Assignee, effective nunc pro tunc as of October 12, 2005 ("Effective Date"), all its rights, title and interest in, to and under said U.S. Trademarks, including the goodwill of the business symbolized by the U.S. Trademarks and any and all applications and registrations for said Trademarks.

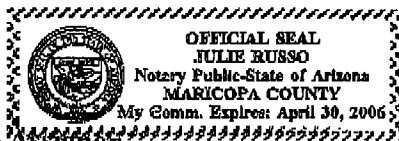
IN WITNESS WHEREOF, the parties hereto have executed this Assignment and Conveyance Agreement as of the Effective Date as set forth above.

ARMOUR BRANDS, INC.,

THE DIAL CORPORATION


By: James R. Terrel
Its: President and Treasurer


By: Brian T. Shook
Its: Senior Vice President and General Manager, Home Care



Corporate Acknowledgment - Assignor

State of Arizona)
) SS
County of Maricopa)

On this 27th day of February, 2006, before me, a Notary Public in and for the County and State aforesaid, appeared James R. Terrel, to me personally known to be the President and Treasurer of Armour Brands, Inc., who subscribed to the foregoing Assignment and Conveyance

Agreement and acknowledged that execution of said document was a free and voluntary act on behalf of and with full authority of Armour Brands, Inc.

WITNESS my hand and seal the day and year last above given.

Mike Russo

Notary Public

My Commission Expires: April 30, 2006

SCHEDULE A

TRADE NAME AND TRADEMARK LICENSE AGREEMENT

<i>Trademark</i>	<i>Application Serial No.</i>	<i>Goods</i>
DESSERT BUCKET	78/731895	packaged ready-to eat bakery and confectionery goods, namely, brownies, cake, pudding, cobbler, cookies
THE ULTIMATE IN THICK, RICH CHILI	78/626877	chili
ULTIMATE	78/572360	chili