

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Dial Corporation		03/01/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pinnacle Foods Group Inc.		
<b>Street Address:</b>	1 Old Bloomfield Road		
<b>City:</b>	Mountain Lakes		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07046		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78731895	DESSERT BUCKET	
Serial Number:	78626877	THE ULTIMATE IN THICK, RICH CHILI	
Serial Number:	78572360	ULTIMATE	
Serial Number:	78825022	DESSERT BUCKET	
Serial Number:	78825158	THE ULTIMATE IN THICK, RICH CHILI	
Serial Number:	78825067	ULTIMATE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(713)615-5243		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	7137584730		
<b>Email:</b>	iptldocket@velaw.com		
<b>Correspondent Name:</b>	Cindy Y Lee		
<b>Address Line 1:</b>	1001 Fannin St., Suite 2300		
<b>Address Line 4:</b>	Houston, TEXAS 77002		
<b>ATTORNEY DOCKET NUMBER:</b>	PIN134/10000		

CH \$165.00 78731895

NAME OF SUBMITTER:	Jessica Greeney, Paralegal
Signature:	/Jessica Greeney/
Date:	03/29/2006
<b>Total Attachments: 5</b> source=U.S. Trademark Assignment for The Dial Corporation#page1.tif source=U.S. Trademark Assignment for The Dial Corporation#page2.tif source=U.S. Trademark Assignment for The Dial Corporation#page3.tif source=U.S. Trademark Assignment for The Dial Corporation#page4.tif source=U.S. Trademark Assignment for The Dial Corporation#page5.tif	

## TRADEMARK ASSIGNMENT

This Trademark Assignment, dated as of March 1, 2006, is by and between The Dial Corporation, a corporation organized under the laws of Delaware, having a principal place of business at 15501 N. Dial Blvd., Scottsdale, AZ 85260 ("Assignor") ("Assignor") and Pinnacle Foods Group Inc., a Delaware corporation, having a principal place of business at 1 Old Bloomfield Road, Mountain Lakes, New Jersey 07046 ("Assignee").

### RECITALS

A. Assignor and Assignee have entered into an Asset Purchase Agreement dated March 1, 2006 (the "Purchase Agreement"); and

B. Pursuant to the terms and conditions of the Purchase Agreement, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in the Seller Owned Trademarks (as defined in the Purchase Agreement) including the applications and trademark registrations set forth on Exhibit A attached hereto (collectively the "Trademarks"), and Assignee has agreed to acquire all right, title, and interest in the Trademarks.

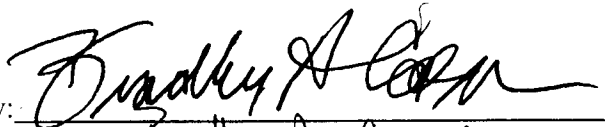
### AGREEMENT

NOW, THEREFORE, in consideration of the mutual promises herein contained and other good and valuable consideration, the parties agree as follows:

1. Assignor does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademarks, together with the goodwill symbolized by said Trademarks, as well as any rights Assignor may have acquired by virtue of its use of the Trademarks, including any and all legal and equitable causes of action for any past, present or future infringement or unauthorized use of said Trademarks and the right to recover for all damages for such infringements, such Trademarks to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

IN WITNESS WHEREOF, Assignor and Assignee have executed or caused this Trademark Assignment to be duly executed on their respective behalf, by their respective officers thereunto duly authorized, all as of the day and year first above written.

ASSIGNOR:  
The Dial Corporation

By:   
Name: Bradley A. Casper  
Title: President + CEO

ASSIGNEE:  
Pinnacle Foods Group Inc.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

Corporate Acknowledgement - Pinnacle Foods Group Inc.

STATE OF \_\_\_\_\_ )  
  ) ss.  
County of \_\_\_\_\_ )

On this 1st day of March, 2006 before me, a notary public in and for said county, appeared \_\_\_\_\_, who is personally known to me to be the \_\_\_\_\_ of Pinnacle Foods Group Inc. who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of Pinnacle Foods Group Inc.

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_

**[Remainder of page is intentionally blank.]**

IN WITNESS WHEREOF, Assignor and Assignee have executed or caused this Trademark Assignment to be duly executed on their respective behalf, by their respective officers thereunto duly authorized, all as of the day and year first above written.

ASSIGNOR:  
The Dial Corporation

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

ASSIGNEE:  
Pinnacle Foods Group Inc.

By: *John F. Kroeger*  
Name: John F. Kroeger  
Title: VP

Corporate Acknowledgement - Pinnacle Foods Group Inc.

STATE OF New Jersey )  
  ) ss.  
County of Morris )

On this 1st day of March, 2006 before me, a notary public in and for said county, appeared John F. Kroeger, who is personally known to me to be the Vice President of Pinnacle Foods Group Inc. who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of Pinnacle Foods Group Inc.

*Bette W. McDermott*  
Notary Public

**BETTE W. McDERMOTT**  
**NOTARY PUBLIC OF NEW JERSEY**

My commission expires: Commission Expires 5/29/2007

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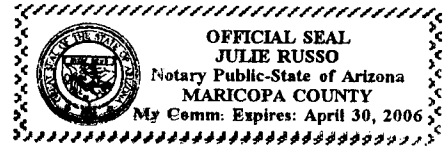
Corporate Acknowledgement – The Dial Corporation

STATE OF Arizona )  
 ) ss.  
County of Maricopa )

On this 1st day of March, 2006 before me, a notary public in and for said county, appeared Bradley H. Casper, who is personally known to me to be the President + CEO of The Dial Corporation who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of The Dial Corporation.

Julie Russo  
Notary Public

My commission expires: April 30, 2006



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**THE DIAL CORPORATION  
UNITED STATES TRADEMARKS**

Trademark	Serial No	File Date	Reg No	Reg Date	Status	Owner
UNITED STATES						
DESSERT BUCKET	78/731895	10/12/2005			Pending	THE DIAL CORPORATION
THE ULTIMATE IN THICK, RICH CHILI	78/626877	5/10/2005			Pending	THE DIAL CORPORATION
ULTIMATE	78/572360	2/22/2005			Pending	THE DIAL CORPORATION
DESSERT BUCKET	78/825022	2/28/2006			Pending	THE DIAL CORPORATION
THE ULTIMATE IN THICK, RICH CHILI	78/825158	2/28/2006			Pending	THE DIAL CORPORATION
ULTIMATE	78/825067	2/28/2006			Pending	THE DIAL CORPORATION