

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	04/20/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Gillette Company		04/20/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Dial Brands Holding, Inc.
Street Address:	15501 N. Dial Boulevard
City:	Scottsdale
State/Country:	ARIZONA
Postal Code:	85260
Entity Type:	CORPORATION: ARIZONA

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Serial Number:	78122840	ACCELERATE
Serial Number:	78102858	POWER CAPS
Registration Number:	3028329	COOL SPRAY
Registration Number:	2990455	DERMA STRIPE
Registration Number:	1094893	DRY IDEA
Registration Number:	2470541	FRESH BLAST
Registration Number:	2907178	OVERDRIVE
Registration Number:	2696741	POWER STRIPE
Registration Number:	1560394	
Registration Number:	2532107	
Registration Number:	0692546	RIGHT GUARD
Registration Number:	2528244	RIGHT GUARD XTREME SPORT
Registration Number:	2474380	RIGHT GUARD XTREME SPORT

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Registration Number:	0891693	SOFT & DRI
Registration Number:	2476565	XTREME SPORT

CORRESPONDENCE DATA

Fax Number: (480)754-3789
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 480-754-2654
Email: khuffman@dialcorp.com, wolters@dialcorp.com,
mcgrady@fr.com, brosius@fr.com
Correspondent Name: A. Kate Huffman, The Dial Corporation
Address Line 1: 15501 N. Dial Boulevard
Address Line 4: Scottsdale, ARIZONA 85260-1619

NAME OF SUBMITTER:	A. Kate Huffman
Signature:	/A. Kate Huffman/
Date:	08/03/2006

Total Attachments: 3
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TRADEMARK ASSIGNMENT

Pursuant to the Amended and Restated Asset Sale and Purchase Agreement dated as of April 28, 2006 (the "Agreement"), by and between The Gillette Company, a Delaware corporation having offices at Prudential Tower Building, Boston, Massachusetts 02199 ("Gillette"), and The Dial Corporation, a Delaware corporation having offices at 15501 North Dial Boulevard, Scottsdale, Arizona 85260 ("Buyer"), relating to Gillette's Right Guard, Soft&Dri, Dry Idea, Balance and Natrel Plus businesses, for good and valuable consideration to it paid by Buyer, receipt of which is hereby acknowledged and agreed, Gillette hereby sells, conveys, assigns and transfers all its right, title and interest in and to trademarks, trademark registrations and trademark applications set forth in **Annex 2** of the Agreement to Dial Brands Holdings, Inc. and those trademarks, trademark registrations and trademark applications set forth in **Annex 1** to Henkel KGaA., to have and to hold the same. Subject to the Agreement, Gillette hereby authorizes the Buyer, Dial Brands Holdings Inc. and Henkel KGaA, to take any and all actions in connection with such trademarks, trademark registrations and trademark applications, in the name of Dial Brands Holdings, Inc. and Henkel KGaA and at the expense of Dial Brands Holdings, Inc. and Henkel KGaA. All capitalized terms used, but not defined herein, have the meanings set forth in the Agreement.

IN WITNESS WHEREOF, the undersigned officer of Gillette has hereunto set his/her hand on this 21st day of April, 2006.

The Gillette Company

By: 

Name: John P. Goodwin

Title: Treasurer

Annex 2 - Trademarks Dial Brands Holdings Inc.

Trademark Name	Country	App Date	App No.	Reg Date	Reg No.	Class	Status
ACCELERATE	Canada	24-Apr-02	1138541	24-Nov-75		3	Pending
ACCELERATE	USA	19-Apr-02	78122840	24-Nov-75	KK244-877	3	Published Copyright Registration
Adv-Free Offer-Try New Non-Alkaline, Ph Balanced	USA						
COOL & CLEAN	Canada	7-Jan-83	720103	24-Nov-96	450483	3	Registered
COOL & CLEAN	Canada	20-Jan-00	1043500	06-Dec-01	555148	3	Registered
COOL SPRAY	Canada	26-Sep-05	1273418			3	Pending
COOL SPRAY	USA	15-Oct-04	78500303	13-Dec-05	3028329	3	Registered
DERMA STRIPE	Canada	22-Oct-03	1193577			3	Published
DERMA STRIPE	USA	21-Oct-03	78316419	30-Aug-05	2,990,455	3	Registered
DRY IDEA	Canada	12-Jan-96	801579	14-Jul-97	478446	3	Registered
DRY IDEA	USA	1-Aug-77	75135634	4-Jul-78	1094893	3	Registered
DRY IDEA	USA			28-Nov-03	TMK 03-00918	3	Registered Customs Registration
FRESH BLAST	Canada	24-Nov-99	1037182	28-Nov-02	571382	3	Registered
FRESH BLAST	USA	24-Nov-99	75840338	17-Jul-01	2470541	3	Registered
OVERDRIVE	Canada	24-Apr-02	1138542			3	Published
OVERDRIVE	USA	19-Apr-02	78122839	30-Nov-04	2807178	3	Registered
POWER CAPS	Canada	16-Jan-02	1128169	9-Feb-05	632424	3	Registered
POWER CAPS	USA	15-Jan-02	78102858			3	Pending Customs Registration
POWER STRIPE	USA			28-Nov-03	TMK 03-00917	3	Registered
POWER STRIPE	USA	6-Aug-01	78077728	11-Mar-03	2696741	3	Registered
POWER STRIPE	Canada	22-Mar-01	1098946	20-Apr-04	608067	3	Registered
PURE BALANCE	Canada	24-Apr-	468908	26-Mar-	TMA267748	3	Registered

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RIGHT GUARD	11-Oct-61	265408	9-Nov-62	128638	3	Registered
RIGHT GUARD	20-Jan-00	1043501	23-Apr-02	TMA580585	3	Registered
RIGHT GUARD	2-Feb-59	72066877	2-Feb-60	682546	3	Registered
RIGHT GUARD XTREME SPORT	24-Nov-99	1037184	28-Nov-02	571381	3	Registered
RIGHT GUARD XTREME SPORT	14-Oct-98	75822493	8-Jan-02	2528244	3	Registered
RIGHT GUARD XTREME SPORT & Design	24-Nov-99	1037183	24-Jan-03	574311	3	Registered
RIGHT GUARD XTREME SPORT & Design	14-Oct-99	75823030	31-Jul-01	2474380	3	Registered
RUNNER DES (NEW)	23-Aug-01	1113701			3	Pending
RUNNER DESIGN	23-Dec-88	73771249	17-Oct-89	1590394	3	Registered
RUNNER DESIGN (NEW)	6-Jun-01	76267905	22-Jan-02	2532107	3	Registered
RUNNER DESIGN 2	30-Jan-92	698028	19-Feb-93	TMA408540	3	Registered
SOFT & DRI	27-Jan-00	1044162	4-Feb-02	557342	3	Registered
SOFT & DRI			28-Nov-03	TMK 03-00814	5	Customs Registration
SOFT & DRI	17-Oct-68	72309860	28-May-70	891683	5	Registered
XTREME SPORT & Design	24-Nov-99	1037180	28-Nov-02	571383	3	Registered
XTREME SPORT & Design	14-Oct-99	75823180	7-Aug-01	2478565	3	Registered