

**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>
JemPak GK Inc.		12/19/2006	CORPORATION: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Dial Corporation		
<b>Street Address:</b>	15501 North Dial Boulevard		
<b>Internal Address:</b>	M.S. 2214		
<b>City:</b>	Scottsdale		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85260-1619		
<b>Entity Type:</b>	CORPORATION: ARIZONA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2290502	VIVA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(480)754-3789		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(480) 754-2654		
<b>Email:</b>	wolters@dialcorp.com		
<b>Correspondent Name:</b>	A. Kate Huffman		
<b>Address Line 1:</b>	15501 North Dial Boulevard		
<b>Address Line 2:</b>	M.S. 2214		
<b>Address Line 4:</b>	Scottsdale, ARIZONA 85260-1619		
<b>NAME OF SUBMITTER:</b>	A. Kate Huffman		
<b>Signature:</b>	/A. Kate Huffman/		
<b>Date:</b>	12/21/2006		

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**Total Attachments: 3**

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment, dated as of December 19, 2006, is by and between JemPak GK Inc., a Ontario corporation (“Assignor”) and The Dial Corporation, a Delaware corporation (“Assignee”).

**RECITALS**

A. Assignor and Assignee have entered into a Trademark Purchase Agreement dated December 19, 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 Licensed Mark (as defined in the Purchase Agreement and attached hereto as Schedule A), and Assignee has agreed to acquire all right, title, and interest in the Licensed Mark.

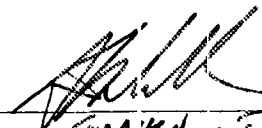
**AGREEMENT**

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 Licensed Mark, together with the goodwill symbolized by said Licensed Mark and the applications and registrations thereof, as well as any rights Assignor may have acquired by virtue of its use of the Licensed Mark, including the right to legally pursue any past, present or future infringement or unauthorized use of said Licensed Mark, such Licensed Mark 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:  
JemPak GK Inc.

By:   
Name: STEPHEN J. MUEHL  
Its: PRESIDENT

ASSIGNEE:  
The Dial Corporation

By: [Signature]  
Name: GREG TIPSORD  
Its: SVP & GEN MGR

Corporate Acknowledgement – The Dial Corporation

STATE OF ARIZONA )  
 )ss.  
COUNTY OF MARICOPA )

On this 18 day of December, 2006 before me, a notary public in and for said county, appeared GREG TIPSORD, who is personally known to me to be the SVP & GEN MGR 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.

[Signature]  
Notary Public

My commission expires: 4-29-2008



Corporate Acknowledgement – JemPak GK Inc.

Frank  
STATE OF Arizona )  
 )ss.  
Frank  
COUNTY OF Tarrant )

On this 18 day of December, 2006 before me, a notary public in and for said county, appeared Stefan Miller, who is personally known to me to be the President of JemPak GK 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 JemPak GK Inc.

[Signature]  
Notary Public

My commission expires: 4-29-2008

Schedule A

United States

Mark: VIVA

Application number: 75386441

Filing Date: 11/07/1997

Registration number: 2290502

Issue Date: 11/02/1999

Canada

Mark: VIVA

Application number: 086925100

Filing Date: 2/3/1998

Registration number: TMA524165

Issue Date: 3/1/2000