

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Gillette Company		01/25/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Dial Brands Holding, Inc.		
Street Address:	15501 North Dial Boulevard		
Internal Address:	M.S. 2214		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85260-1619		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2458573	COOL PEAK	
Registration Number:	2711717	CLEAN IMPACT	
CORRESPONDENCE DATA			
Fax Number:	(480)754-3789		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	4807542654		
Email:	wolters@dialcorp.com		
Correspondent Name:	Dial Brands Holding, Inc.		
Address Line 1:	15501 North Dial Boulevard		
Address Line 2:	M.S. 2214		
Address Line 4:	Scottsdale, ARIZONA 85260-1619		
NAME OF SUBMITTER:	Intellectual Property & Patent Counsel		
Signature:	/A. Kate Huffman/		

CH \$65.00 2458573

Date:

03/14/2007

Total Attachments: 4

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Supplemental
Assignment

United States of America

State of Ohio) ss.

County of Hamilton)

On this 25th day of January, 2007, before me, the undersigned notary public, personally appeared Carl J. Roof, personally known to me or proved to me through satisfactory evidence of identification, to be the person who signed the attached document and acknowledged to me that he executed the document voluntarily for its stated purpose and that he has the authority to sign the aforesaid document in the name of said company in his capacity as Assistant Secretary of The Gillette Company.

Witness my hand and official seal

Sherry Beth Slovacek
Signature of Notary Public

Sherry Beth SLOVACEK
Printed Name of Notary Public

My commission expires _____

Place Notary Seal and/or Stamp Above



SHERRY BETH SLOVACEK
Notary Public, State of Ohio
My Commission Expires
August 29, 2011

CONFIRMATORY 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 confirms that it hereby sells, conveys, assigns and transfers all its right, title and interest in and to trademarks, trademark registrations and trademark applications set forth in **Schedule 1** attached hereto to Dial Brands Holding, Inc., with a place of business at 15501 N. Dial Boulevard, Scottsdale, AZ 85260-1619, and those trademarks, trademark registrations and trademark applications set forth in **Schedule 2** attached hereto to Henkel KGaA., with a place of business at Henkelstraße 67, 40589 Duesseldorf, Germany, effective April 28, 2006, to have and to hold the same. Subject to the Agreement, Gillette hereby confirms that it authorizes the Buyer, Dial Brands Holding, 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 Holding, Inc. and Henkel KGaA and at the expense of Dial Brands Holding, 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 as of 25 January, 2007.

The Gillette Company

By: Carl J. Roof

Name: Carl J. Roof

Title: Assistant Secretary

Schedule 1

Registrations

<u>Country</u>	<u>Trademark</u>	<u>App Date</u>	<u>App No.</u>	<u>Reg Date</u>	<u>Reg No.</u>	<u>Class</u>
U.S.A.	COOL PEAK	24-Nov-99	75840335	05-Jun-01	2458573	3
U.S.A.	CLEAN IMPACT	17-Mar-00	75960683	29-Apr-03	2711717	3
Canada	COOL PEAK	24-Nov-99	1037181	08-Aug-01	549565	3
Canada	CLEAN BREEZE	20-Jan-00	1043499	06-Dec-01	555149	3
Canada	CLEAN IMPACT	20-Mar-00	1051435	02-May-03	580514	3

Applications

<u>Country</u>	<u>Trademark</u>	<u>App Date</u>	<u>App No.</u>	<u>Class</u>
Canada	STRONG & BEAUTIFUL. JUST LIKE YOU.	27-Aug-01	1113901	3

Common Law Trademarks

<u>Country</u>	<u>Trademark</u>
U.S.A.	CLEAR GLIDE
U.S.A.	DRITEC
U.S.A.	STRONG & BEAUTIFUL

Schedule 2

Registrations

<u>Country</u>	<u>Trademark</u>	<u>App Date</u>	<u>App No.</u>	<u>Reg Date</u>	<u>Reg No.</u>	<u>Class</u>
Australia	COOL PEAK	02-May-00	833722	02-May-00	833722	3
Australia	CLEAN IMPACT	02-May-00	833723	18-Jun-03	833723	3
European Community	COOL PEAK	27-Mar-00	1577675	06-Apr-01	1577675	3
European Community	CLEAN IMPACT	17-Mar-00	1563972	06-Jul-04	1563972	3
New Zealand	COOL PEAK	27-Jul-00	619769	27-Jul-00	619769	3
New Zealand	CLEAN IMPACT	27-Jul-00	619770	09-Aug-01	619770	3
El Salvador	2 Runners Design	02-Dec-96	011996005669	06-Jan-98	156/Book/65	3
United Kingdom	RIGHT GUARD Body Design	03-Oct-98	2178769	03-Oct-98	2178769	3