

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	02/04/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Dial Brands Holding, Inc.		02/04/2008	CORPORATION: ARIZONA

RECEIVING PARTY DATA

Name:	The Dial Corporation
Street Address:	15501 North Dial Boulevard
Internal Address:	M.S. 2214
City:	Scottsdale
State/Country:	ARIZONA
Postal Code:	85260-1619
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 34

Property Type	Number	Word Mark
Registration Number:	3237846	ACCELERATE
Registration Number:	3028329	COOL SPRAY
Registration Number:	2990455	DERMA STRIPE
Registration Number:	1094893	DRY IDEA
Registration Number:	2470541	FRESH BLAST
Registration Number:	3228355	POWER CAPS
Registration Number:	2696741	POWER STRIPE
Registration Number:	692546	RIGHT GUARD
Registration Number:	1560394	
Registration Number:	2532107	
Registration Number:	891693	SOFT & DRI
Registration Number:	3335808	RIGHT GUARD SPORT MAX

CH \$865.00 3237846

Registration Number:	3358070	X RGX
Registration Number:	2458573	COOL PEAK
Registration Number:	3357922	RGX
Registration Number:	2711717	CLEAN IMPACT
Serial Number:	77022704	TOUCH OF ALOE
Serial Number:	77022734	SOFT CASHMERE
Serial Number:	77024265	CONDITIONING SILK
Serial Number:	77025744	NEVER LET THEM SEE YOU SWEAT
Serial Number:	77092100	
Serial Number:	77264825	DRIVE
Serial Number:	77278265	DRYTEK
Serial Number:	77248280	PRODRI
Serial Number:	77252625	SPORTEK
Serial Number:	77181149	STEALTHSOLID
Serial Number:	77132273	
Serial Number:	77092139	
Serial Number:	77174801	STEALTH
Serial Number:	77118060	ARE YOU READY TO STEP UP?
Serial Number:	77123379	AIR OF CONFIDENCE
Serial Number:	77080260	MAKE HIM SWEAT
Serial Number:	77013005	RIGHT GUARD
Serial Number:	77014994	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: lisa.wolters@us.henkel.com
Correspondent Name: A. Kate Huffman
Address Line 1: 15501 North Dial Boulevard
Address Line 2: MS 2214
Address Line 4: Scottsdale, ARIZONA 85260-1619

ATTORNEY DOCKET NUMBER:	TMS - DBHI TO TDC
NAME OF SUBMITTER:	A. Kate Huffman
Signature:	/A. Kate Huffman/

Date:

04/04/2008

Total Attachments: 5

source=dbhi to tdc - bw - 040408#page1.tif

source=dbhi to tdc - bw - 040408#page2.tif

source=dbhi to tdc - bw - 040408#page3.tif

source=dbhi to tdc - bw - 040408#page4.tif

source=dbhi to tdc - bw - 040408#page5.tif

TRADEMARK ASSIGNMENT

NUNC PRO TUNC

WHEREAS, DIAL BRANDS HOLDING, INC., a corporation organized under the laws of the State of Arizona, located at 15501 North Dial Boulevard, Scottsdale, Arizona, 85260-1619, (hereinafter called the ASSIGNOR), owns the rights, title and interest in and to the trademarks including the registrations thereof, set forth on the Schedule A attached hereto and made a part hereof (hereinafter referred to as "Trademark Rights"), and also owns the rights, title and interest in and to the domain names including the domain name registrations set forth on Schedule B attached hereto and made a part hereof (hereinafter referred to as "Domain Name Rights"); and

WHEREAS, THE DIAL CORPORATION, a corporation organized under the laws of the State of Delaware, located at 15501 North Dial Boulevard, Scottsdale, Arizona, 85260-1619, (hereinafter called the ASSIGNEE) desires to acquire all of ASSIGNOR's rights, title and interest in and to the said Trademark Rights together with the goodwill of the business associated therewith and in and to the said Domain Name Rights; and

WHEREAS, DIAL BRANDS HOLDING, INC. is willing to assign all its rights, title and interest in and to the said Trademark Rights and Domain Name Rights to THE DIAL CORPORATION;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, unto ASSIGNEE, nunc pro tunc as of January 1, 2008, all ASSIGNOR'S rights, title and interest in and to said Trademark Rights together with the goodwill of the business associated therewith and in and to said Domain Name Rights; and ASSIGNOR further hereby assigns to ASSIGNEE its right to revoke and substitute new powers of attorney for all matters relating to said Trademark Rights and said Domain Name Rights pertaining thereto.

IN WITNESS WHEREOF, the said ASSIGNOR and ASSIGNEE have hereunto set their hands this 4th day of February 2008.

DIAL BRANDS HOLDING, INC

By: 

A. Kate Huffman
President

THE DIAL CORPORATION

By: 

Brad A. Gazaway
Vice President, Corporate
Counsel & Asst Secretary

SCHEDULE A
TRADEMARK REGISTRATIONS AND APPLICATIONS
Owned by Dial Brands Holding, Inc.

Case	Trademark	Country	Appl. No.	Reg. No.
050370001	PURE BALANCE	Canada	468908	267748
050290001	COOL & CLEAN	Canada	1043500	555148
050300002	COOL SPRAY	Canada	1273418	700527
050310002	DERMA STRIPE	Canada	1193577	1193577
050320002	DRY IDEA	Canada	801579	478446
050330002	FRESH BLAST	Canada	1037182	571382
050350002	POWER CAPS	Canada	1128169	632424
050360002	POWER STRIPE	Canada	1096846	608087
050380003	RIGHT GUARD	Canada	1043501	560585
050390003	RIGHT GUARD XTREME SPORT	Canada	1037184	571381
050390004	RIGHT GUARD XTREME SPORT & Design	Canada	1037183	574311
050420002	XTREME SPORT & Design	Canada	1037180	571383
050410002	SOFT & DRI	Canada	1044162	557342
050470002	RGX	Canada	1305716	
050510002	COOL PEAK	Canada	1037181	549565
050560002	SPORT & Running Man Design	Canada	1319200	
050470005	RGX Logo	Canada	1315029	
050380007	RIGHT GUARD SPORT MAX	Canada	1326326	
050290003	FRAICHE ET PROPRE	Canada	1326922	
050650002	MAKE HIM SWEAT	Canada	1331837	
050650003	FAITES-LUI CHAUD AU CORPS	Canada	1334213	
050710001	CLEAN BREEZE	Canada	1043499	555149
050700002	CLEAN IMPACT	Canada	1051435	580514
050790002	STEALTH	Canada	1348069	
050790004	STEALTHSOLID	Canada	1347683	

Case	Trademark	Country	Appl. No.	Reg. No.
050910001	PIT STOP	Canada		
050930002	DRYTEK	Canada	1364252	
050510003	AIR ALPIN	Canada	1366381	
050330003	EXPLOSION FRAICHE	Canada	1368959	
	SATIN DREAMS	Canada	1375365	
	REVES SATINES	Canada	1375366	
	ACTIVE STRIPE	Canada	1375368	
	CONDITIONING SILK	Canada	1375370	
007170368	DIAL	Chile	516231	767165
007170357	DIAL	Mexico	326895	578389
040600005	RENUZIT	Mexico	147490	426537
041090006	RENUZIT LONGLAST	Mexico	246164	535451
007170249	DIAL	Mexico	95100	399344
039620067	BRECK	Mexico	248696	311870
039620068	BRECK	Mexico	26529	49025
007170101	DIAL	Mexico	113790	118169
007170227	DIAL	Philippines	44022	37302
050280001	ACCELERATE	United States	78/122840	3237846
050300001	COOL SPRAY	United States	78/500303	3028329
050310001	DERMA STRIPE	United States	78/316419	2990455
050320001	DRY IDEA	United States	73/135934	1094893
050330001	FRESH BLAST	United States	75/840338	2470541
050350001	POWER CAPS	United States	78/102858	3228355
050360001	POWER STRIPE	United States	78/077728	2696741
050380001	RIGHT GUARD	United States	72/066877	692546
050400001	RUNNER Design	United States	771249	1560394
050400002	RUNNER Design	United States	76/267905	2532107

Case	Trademark	Country	Appl. No.	Reg. No.
050410001	SOFT & DRI	United States	72/309860	891693
050570001	TOUCH OF ALOE	United States	77/022704	
050580001	SOFT CASHMERE	United States	77/022734	
050590001	CONDITIONING SILK	United States	77/024265	
050600001	NEVER LET THEM SEE YOU SWEAT	United States	77/025744	
050380006	RIGHT GUARD SPORT MAX	United States	77/052384	3335808
050470004	RGX Logo	United States	78/960815	3358070
050510001	COOL PEAK	United States	75/840335	2458573
050470003	RGX	United States	78/910029	3357922
	RGX (two parallel blue fields and a silver background design)	United States	77/092100	
050860001	DRIVE	United States	77/264825	
	DRYTEK	United States	77/278265	
050820001	PRODRI	United States	77/248280	
050840001	SPOORTEK	United States	77/252625	
050790003	STEALTHSOLID	United States	77/181149	
050410003	SOFT & DRI (color/trade dress)	United States	77/132273	
050470006	RGX (consisting of two parallel blue fields)	United States	77/092139	
050790001	STEALTH	United States	77/174801	
050670001	ARE YOU READY TO STEP UP?	United States	77/118060	
050690001	AIR OF CONFIDENCE	United States	77/123379	
050700001	CLEAN IMPACT	United States	75/960683	2711717
050650001	MAKE HIM SWEAT	United States	77/080260	
050380004	RIGHT GUARD	United States	77/013005	
050560001	SPORT & RUNNING MAN DESIGN	United States	77/014994	

SCHEDULE B
DOMAIN NAMES
Owned by Dial Brands Holding, Inc.

Case	Domain Name	Country	Reg. Date
@48932CA00	RGXBODYSPRAY.CA	Canada	11/27/2006
@48875WW00	RGXEXPLORE.COM	World Wide	11/17/2006
@48884WW00	RGXFILM.COM	World Wide	11/14/2006
@48888WW00	RGXMEDIA.COM	World Wide	11/14/2006
@48889WW00	RGXMOVIE.COM	World Wide	11/14/2006
@48890WW00	RGXMOVIES.COM	World Wide	11/14/2006
@48892WW00	RGXNATION.COM	World Wide	11/14/2006
@48876WW00	RGXPLORE.COM	World Wide	11/17/2006
@48893WW00	RGXREPUBLIC.COM	World Wide	11/14/2006
@48881WW00	RGXROCK.COM	World Wide	11/14/2006
@48879WW00	RGXROCKS.COM	World Wide	11/14/2006
@48880WW00	RGXSPORTS.COM	World Wide	11/14/2006
@48894WW00	THERGXEFFECT.COM	World Wide	11/14/2006
@48883WW00	RGXEFFECT.COM	World Wide	11/14/2006
@48887WW00	RGXGAMES.COM	World Wide	11/14/2006
@48885WW00	RGXFILMS.COM	World Wide	11/14/2006
@48886WW00	RGXGAME.COM	World Wide	11/14/2006
@48891WW00	RGXMUSIC.COM	World Wide	11/14/2006
@48877WW00	WHATISRGX.COM	World Wide	11/17/2006
@48882WW00	RGXBODYSPRAY.COM	World Wide	11/14/2006