

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
DIAL BRANDS, INC.		06/16/2008	CORPORATION: ARIZONA

RECEIVING PARTY DATA

Name:	PURE & NATURAL COMPANY
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: 292

Property Type	Number	Word Mark
Registration Number:	852451	ASTOUND
Registration Number:	853071	BEAUTIFUL HAIR BRECK
Registration Number:	1038370	BORATEEM
Registration Number:	734408	BORATEEM
Registration Number:	590904	BORAXO
Registration Number:	529328	BRECK
Registration Number:	874405	BRECK
Registration Number:	853927	BRIGHT IDEA
Registration Number:	872741	DEBBIE
Registration Number:	834877	DIAL
Registration Number:	690673	DIAL
Registration Number:	731288	DIAL
Registration Number:	690674	DIAL

CH \$7315.00 852451

Registration Number:	549768	DIAL
Registration Number:	735793	FELS NAPTHA
Registration Number:	55478	FELS-NAPTHA
Registration Number:	0057674	
Registration Number:	1564106	GOLD FORMULA
Registration Number:	852044	HUSTLE
Registration Number:	852107	HUSTLE
Registration Number:	1492844	LURON
Registration Number:	1417164	LUROSCRUB
Registration Number:	1259739	LUROSEP
Registration Number:	1362835	LUROSOOTHE
Registration Number:	1564104	MOUNTAIN FRESH
Registration Number:	50697	OLD DUTCH CLEANSER CHASES DIRT MAKES EVERYTHING "SPICK AND SPAN"
Registration Number:	507712	PANEX
Registration Number:	1052724	PUREX
Registration Number:	578630	PUREX
Registration Number:	854006	PUREX
Registration Number:	854332	PUREX
Registration Number:	211650	PUREX
Registration Number:	312493	PUREX "IS DIFFERENT"
Registration Number:	1536031	RENUZIT ROOMMATE
Registration Number:	1204253	ROOMATE
Registration Number:	1536030	ROOMMATE
Registration Number:	854842	SPIFFY
Registration Number:	818966	SPRITE
Registration Number:	345191	STA-FLO
Registration Number:	1237926	STAPUF
Registration Number:	505694	SUNRAE
Registration Number:	1286756	SUPER ODOR KILLER
Registration Number:	854448	SWEETHEART
Registration Number:	364308	SWEET HEART
Registration Number:	671952	SWEET HEART
Registration Number:	510193	TEEM
Registration Number:	915202	TONE

Registration Number:	626011	TREND
Registration Number:	512027	TUF-LUSTRE
Serial Number:	77009056	'ROUND THE CLOCK
Serial Number:	77394117	3-D
Serial Number:	78318245	A BETTER CLEAN FOR BETTER HEALTH
Serial Number:	77397292	A BETTER WAY TO CLEAN
Serial Number:	77436698	ACSCENTS
Serial Number:	78706302	ACTIV-FOAM
Serial Number:	76117367	ACTIV-FOAM
Serial Number:	78629507	ACTIV-SHIELD
Serial Number:	77012431	ACTIVATED TRICLOSAN
Serial Number:	74195483	AFTER THE RAIN
Serial Number:	76032245	AFTER THE RAIN
Serial Number:	76220122	AFTER THE RAIN
Serial Number:	76182476	AFTER THE RAIN
Serial Number:	78389760	AIRLETS
Serial Number:	78110356	ALL-AMERICAN APPLE
Serial Number:	77393592	ALPINE FROST
Serial Number:	77462961	ALWAYS NATURAL ALWAYS HAS BEEN
Serial Number:	76053689	ARCONOMY
Serial Number:	78519138	ARCTIC SURF
Serial Number:	74134986	AREN'T YOU GLAD YOU USE DIAL?
Serial Number:	78941979	AROMASCENT
Serial Number:	78942005	AROMASCENT
Serial Number:	77031319	B
Serial Number:	78570055	BE IMPRESSED FOR LESS
Serial Number:	77153380	BEACH BREEZES
Serial Number:	77261663	BLUE FUSION
Serial Number:	78157364	BLUE OASIS
Serial Number:	78403053	BORAX BASICS
Serial Number:	78544895	BRECK
Serial Number:	78749247	BRECK
Serial Number:	78949239	BRECK
Serial Number:	77034528	BRECK
Serial Number:	77034641	BRECK

Serial Number:	78749417	BRECK FOR KIDS
Serial Number:	78465315	BRECK SALON ESSENTIALS
Serial Number:	78275988	BRISA DE LA MONTANA
Serial Number:	78451513	BRISA DEL PARAISO
Serial Number:	78624590	BRISA DEL PARAISO
Serial Number:	77468605	CANDY FOR YOUR SHOWER
Serial Number:	74150612	CANTERBURY COLLECTION
Serial Number:	78102553	CARIBBEAN COOLER
Serial Number:	77420317	CIRC
Serial Number:	78112471	CITRUS SUNBURST
Serial Number:	75691793	CITRUS SUNBURST
Serial Number:	78267535	CLEAN HANDS FOR A HAPPY ME
Serial Number:	77428465	CLEAN TO THE NTH DEGREE
Serial Number:	77486493	CLINICAL COMPLETE
Serial Number:	77508618	
Serial Number:	78105514	COAST MAX
Serial Number:	77153885	COLOR SEAL
Serial Number:	74696724	COLOR SHIELD
Serial Number:	77309621	COLORCLEAN WITH TIMER BEADS
Serial Number:	75249985	
Serial Number:	78061680	COOL MORNING AIR
Serial Number:	74467755	COUNTRY FIELDS
Serial Number:	78255074	CREAMY VANILLA
Serial Number:	78595160	CREAMY VANILLA
Serial Number:	78060562	CRISP COTTON
Serial Number:	77394504	CRYSTAL ELEMENTS
Serial Number:	78143142	DARK SHIELD
Serial Number:	78275981	DESPUES DE LA LLUVIA
Serial Number:	75441605	DIAL
Serial Number:	75006454	DIAL
Serial Number:	78864686	DIAL
Serial Number:	77414208	DIAL
Serial Number:	75434697	DIAL
Serial Number:	75831774	DIAL AMENITY COLLECTION
Serial Number:	75522780	DIAL

Serial Number:	74542776	DIAL
Serial Number:	75728261	DIAL ANTIBACTERIAL
Serial Number:	76211818	DIAL COMPLETE
Serial Number:	75707162	PROFESSIONAL SERIES DIAL
Serial Number:	78912240	DIAL PROFESSIONAL SERIES
Serial Number:	78079294	DIAL VITAMINS
Serial Number:	78121138	DREAM GARDEN
Serial Number:	78085768	E-ZCARE
Serial Number:	77417523	ECO SMART
Serial Number:	77425074	ECO SMART
Serial Number:	77425080	ECOMMITMENT
Serial Number:	77425354	ECOOPERATION
Serial Number:	77425104	ECOVATION
Serial Number:	77425946	EMERALD RAINFOREST
Serial Number:	75922355	ENCHANTED ISLE
Serial Number:	76171897	EVERGREEN FOREST
Serial Number:	78498177	EXOTIC FUSIONS
Serial Number:	77438377	FAST BREAK
Serial Number:	78102547	FESTIVE BERRY
Serial Number:	74675920	FESTIVE PINE
Serial Number:	75596343	FESTIVE PINE
Serial Number:	77132363	FESTIVE SNOW
Serial Number:	77153360	FIRESIDE GLOW
Serial Number:	76495812	FOR A HEALTHY CLEAN YOU CAN FEEL
Serial Number:	78394762	FOR SKIN THAT'S WORTH CELEBRATING
Serial Number:	78793967	FOR THE WAY YOUR FAMILY LIVES
Serial Number:	76200256	FRESH EVERYTIME YOU USE IT
Serial Number:	76021257	FRESH GELS
Serial Number:	78110772	FROSTY VANILLA
Serial Number:	78676352	FULL FORCE
Serial Number:	75409913	GARDEN FRESH
Serial Number:	78799467	GENTLE CITRUS ORCHARD
Serial Number:	77393862	GLACIER SPRINGS
Serial Number:	77261909	GREEN FUSION
Serial Number:	77425360	GREEN UP AMERICA

Serial Number:	78672543	
Serial Number:	78102556	HAWAIIAN SUNSET
Serial Number:	77431333	HEALTHIER SKIN HEALTHIER YOU
Serial Number:	78378113	HEATHER BLOSSOMS
Serial Number:	76084413	HEATHER MIST
Serial Number:	76084414	HEATHER MIST
Serial Number:	76213916	HEATHER MIST
Serial Number:	78110774	HEAVENLY GINGERBREAD
Serial Number:	78115187	HERBAL BLOSSOMS
Serial Number:	78151279	HERBAL SPRINGS
Serial Number:	75516916	HOLIDAY COOKIE
Serial Number:	78208228	HOLIDAY COOKIE
Serial Number:	76198372	HOMESPUN COMFORT
Serial Number:	76228869	INVITING SPICE
Serial Number:	77499752	INVITING SPICE
Serial Number:	76037140	ISLAND MIST
Serial Number:	76228946	ISLAND MIST
Serial Number:	78468269	KICKS THE GRIME OFF YOUR HANDS
Serial Number:	78799461	LIGHT ALPINE FROST
Serial Number:	78100908	LIGHT OF FREEDOM
Serial Number:	77100469	LINEN & LILIES
Serial Number:	77468609	LOOK DIRTY SMELL CLEAN
Serial Number:	78412117	LOSE THE COFFEE HIT THE COAST
Serial Number:	77120300	MAINTENANCE FOR YOUR MANSUIT
Serial Number:	77440541	MINTZ
Serial Number:	78076590	MISTY MORNING
Serial Number:	78139395	MOON BLOSSOM
Serial Number:	78405260	MOUNTAIN BREEZE
Serial Number:	76630146	MOUNTAIN BREEZE
Serial Number:	78447849	MOUNTAIN FRESH
Serial Number:	78400559	MOUNTAIN MEADOW
Serial Number:	77468620	NATURAL ELEMENTS
Serial Number:	78630063	NOURISHED BY NATURE
Serial Number:	77153374	OCEAN OASIS
Serial Number:	77395838	ODOR PROTECTION COVERED FROM ALL ANGLES

TRADEMARK

REEL: 003806 FRAME: 0460

Serial Number:	78115189	ORCHARD GARDEN
Serial Number:	78138137	ORIGINAL FRESH SCENT
Serial Number:	77146647	P&N
Serial Number:	77443605	EST. 1982 P&N COMPANY
Serial Number:	78635985	PACIFIC FORCE
Serial Number:	78394782	PARA UNA PIEL QUE VALE LA PENA CELEBRAR
Serial Number:	78112355	PARADISE BREEZE
Serial Number:	78386894	PARADISE BREEZE
Serial Number:	78139394	PERFECT HARMONY
Serial Number:	77462485	PLANET POLITE
Serial Number:	78542280	PODER QUITA MANCHAS PERO, SEGURO PARA LA PIEL DEL BEBE
Serial Number:	77009088	POWER OF SMALL
Serial Number:	78130758	POWERFUL ON STAINS, SAFE FOR BABY'S SKIN
Serial Number:	78451505	PRADERA Y MONTAÑA
Serial Number:	77462147	PREMIUM PROTECTION
Serial Number:	78797850	PRESS N SCRUB
Serial Number:	78797863	PRESS N SCRUB
Serial Number:	75430976	PROFESSIONAL
Serial Number:	75431117	PROFESSIONAL
Serial Number:	74267549	PURE & NATURAL
Serial Number:	78617897	PURE & NATURAL
Serial Number:	74267312	PURE & NATURAL
Serial Number:	74267324	PURE & NATURAL
Serial Number:	78915758	PURE AIR
Serial Number:	78899515	PURE BREEZE
Serial Number:	78915773	PURE BREEZE
Serial Number:	78769262	PURE CLEAN TECHNOLOGY
Serial Number:	77436680	PURE DRY
Serial Number:	75981796	PURE FRESHNESS
Serial Number:	78932715	PURECLEAN
Serial Number:	74499875	PUREX
Serial Number:	78429587	PUREX
Serial Number:	74154905	PUREX
Serial Number:	73084655	PUREX

Serial Number:	78242013	PUREX BABY
Serial Number:	77015648	PUREX CRYSTALS
Serial Number:	77063484	PUREX NATURAL ELEMENTS
Serial Number:	78617913	PUREX PURE & NATURAL
Serial Number:	74081018	PUREX RINSE 'N SOFT
Serial Number:	78285584	PUREX SOFT
Serial Number:	78714805	QUEST FOR THE BEST
Serial Number:	78799475	QUIET LAVENDER WHISPER
Serial Number:	78273753	RAINFLOWER MIST
Serial Number:	78905743	RAINFLOWER MIST
Serial Number:	77178254	RELAXING WAVES
Serial Number:	73548432	RENUZIT
Serial Number:	77496786	RENUZIT AROMA
Serial Number:	78257220	RENUZIT FRESH FLOWERS
Serial Number:	78257219	RENUZIT FRESH FRUITS
Serial Number:	74703891	RENUZIT LONGLAST
Serial Number:	77453663	RENUZIT NATURAL ELEMENTS
Serial Number:	77068311	RENUZIT PEARL SCENTS
Serial Number:	77496833	RENUZIT RENEW
Serial Number:	77508045	
Serial Number:	74081017	RINSE 'N SOFT
Serial Number:	75510029	ROMANTIC JASMINE
Serial Number:	77439480	ROPA DE CAMA Y LILAS
Serial Number:	77426024	RUBY BERRIES
Serial Number:	77442449	SAND & SUN
Serial Number:	77425950	SAPPHIRE WATERS
Serial Number:	77153363	SEASIDE BREEZES
Serial Number:	76198374	SENSE OF SPRING
Serial Number:	78288527	SERENITY
Serial Number:	77468612	SHOWER YOURSELF WITH SOMETHING FABULOUS
Serial Number:	78472468	SIMPLY VANILLA
Serial Number:	77263530	SMALL IS BIG
Serial Number:	77468226	SMELL CLEAN LOOK DIRTY
Serial Number:	78537725	SPRING FLOWERS
Serial Number:	77430575	SPRING OASIS

Serial Number:	75502249	SPRING PURE
Serial Number:	75376298	SPRING WATER
Serial Number:	78537712	SPRING WATER
Serial Number:	78104820	STAR SPANGLED BERRY
Serial Number:	78864483	SUBTLE EFFECTS
Serial Number:	77461785	SUMMER BLOSSOMS
Serial Number:	78672272	SUNNY LAUNDRY
Serial Number:	78113018	SUPER ODOR NEUTRALIZER
Serial Number:	78749586	SUPER ODOR NEUTRALIZER
Serial Number:	77496769	SUPER ODOR NEUTRALIZER PEARL SCENTS
Serial Number:	78805100	TAKE BACK THE SHOWER
Serial Number:	76266085	THE EYE OPENER!
Serial Number:	75693509	THE TOBACCO ODOR KILLER
Serial Number:	77374495	
Serial Number:	77245983	TIMER BEADS
Serial Number:	78097464	TONE
Serial Number:	71511831	TREND
Serial Number:	77448924	TRIPLE DOUBLE
Serial Number:	77428460	TRIPLE ENZYME CLEAN
Serial Number:	78076591	TROPICAL BERRIES
Serial Number:	77388786	TROPICAL ESCAPE
Serial Number:	77433737	TROPICAL ESCAPE
Serial Number:	77485560	TROPICAL WATERS
Serial Number:	77468617	UNDERNEATH IT ALL
Serial Number:	77420927	URBAN FUEL
Serial Number:	78102561	VANILLA DELIGHT
Serial Number:	77420334	VERVE
Serial Number:	77461856	VIOLET RAIN
Serial Number:	78275951	WARM CARAMEL VANILLA
Serial Number:	77153337	WARM INDULGENCES
Serial Number:	78862724	WHOLE ROOM FRESHNESS
Serial Number:	78862741	WHOLE ROOM FRESHNESS
Serial Number:	78110773	WINTER VANILLA
Serial Number:	78434583	WINTER VANILLA
Serial Number:	76213921	WONDER PET

Serial Number:

78886580

WONDER PET

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: trademarks@us.henkel.com

Correspondent Name: A. Kate Huffman

Address Line 1: 15501 North Dial Boulevard

Address Line 2: M.S. 2214

Address Line 4: Scottsdale, ARIZONA 85260-1619

NAME OF SUBMITTER:

A. Kate Huffman

Signature:

/A. Kate Huffman/

Date:

06/30/2008

Total Attachments: 2

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COMMISSIONERS
MIKE GLEASON - Chairman
WILLIAM A. MUNDELL
JEFF HATCH-MILLER
KRISTIN K. MAYES
GARY PIERCE



BRIAN C. MCNEIL
Executive Director

LINDA FISHER
Director, Corporations Division

ARIZONA CORPORATION COMMISSION

June 20, 2008

CAPITOL CORPORATE SERVICES INC
815 N 1ST AVE #4
PHOENIX, AZ 85003

RE: PURE & NATURAL COMPANY
File Number: 08352511

We are pleased to notify you that your document
has been approved.

You must publish your document in its entirety. The
publication must be in a newspaper of general circulation
in the county of the known place of business in Arizona as
filed with the Commission, for three (3) consecutive
publications. A list of acceptable newspapers in each county
is attached for publishing and is also posted on the
Commission web site.

Please make sure the newspaper publishes the documents using
the exact name filed with the Commission. Publication must
be completed WITHIN SIXTY (60) DAYS and an affidavit from the
newspaper, evidencing such publication, must be delivered to the
Commission for filing WITHIN NINETY (90) DAYS from
June 20, 2008, which is the date the document was processed
and approved for filing by the Commission.

Periodically check Commission records regarding your corporation
at www.azcc.gov/divisions/corporations. If you have questions or
need further information, please contact us at (602) 542-3026 in
Phoenix, (520) 628-6560 in Tucson, or Toll Free (Arizona residents
only) at 1-800-345-5819.

Sincerely,
Delta Williams
Examiner, Corporations Division

CF:11
REV. 04/2007



02460517

AZ CORPORATION COMMISSION
FILED

JUN 17 2008

FILE NO. 0835251-1

**CERTIFICATE OF AMENDMENT
TO THE
ARTICLES OF INCORPORATION
OF
DIAL BRANDS, INC.**

Dial Brands, Inc. (hereinafter referred to as the "Corporation"), a corporation organized and existing under and by virtue of the laws of the State of Arizona, does hereby certify:

1. The name of the Corporation is Dial Brands, Inc. The date of the Corporation's original Articles of Incorporation filed with the Arizona Corporation Commission of the State of Arizona is March 19, 1998.

2. The Amendment to the Articles of Incorporation (the "Amendment") was approved by the Board of Directors and the Sole Shareholder. There is one voting group eligible to vote on the Amendment. The designation of the voting group entitled to vote on the Amendment, the number of votes in such voting group, the number of votes represented at the meeting at which the Amendment was adopted and the votes cast for and against the Amendment were as follows:

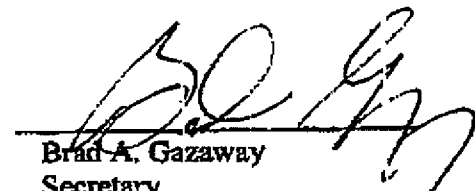
The voting group consists of 100 outstanding shares of common stock, each entitled to one vote per share. There were 100 votes present at the meeting. The voting group cast 100 votes for and zero votes against the approval of the Amendment. The number of votes cast for the approval of the Amendment was sufficient for the approval of the Amendment by the voting group.

3. The Articles of Incorporation of the Corporation are hereby amended, effective July 1, 2008, by striking out the FIRST section thereof and substituting the following new FIRST section:

FIRST: The name of the corporation is Pure & Natural Company.

Executed on June 16, 2008

DIAL BRANDS, INC.

BY: 
Brad A. Gazaway
Secretary