

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:	19001 North Scottsdale Road		
Internal Address:	MS 04.50		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85255		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0679055		
CORRESPONDENCE DATA			
Fax Number:	(480)754-3789		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(480) 754-2654		
Email:	lisa.wolters@us.henkel.com		
Correspondent Name:	A. Kate Huffman		
Address Line 1:	19001 North Scottsdale Road		
Address Line 2:	MS 04.50		
Address Line 4:	Scottsdale, ARIZONA 85255		
ATTORNEY DOCKET NUMBER:	LC-FELS FISH TAIL DESIGN		
NAME OF SUBMITTER:	A. Kate Huffman		
Signature:	/A. Kate Huffman/		

CH \$40.00 0679055

Date:

05/14/2009

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. 0835251-1CERTIFICATE 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