

TRADEMARK ASSIGNMENT

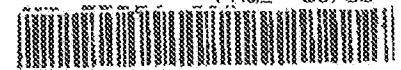
Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dial Brands, Inc.		06/16/2008	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	Pure & 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:	1129108	KURLY KATE	
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:	trademarks@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:	HC - KURLY KATE		
NAME OF SUBMITTER:	A. Kate Huffman		
Signature:	/A. Kate Huffman/		
Date:	08/03/2011		
Total Attachments: 1 source=dbi to p&n - chg name - 061608#page1.tif			

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**TRADEMARK
 REEL: 004597 FRAME: 0057**



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AZ CORPORATION COMMISSION
FILED

JUN 17 2008

FILE NO. 08352511

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.

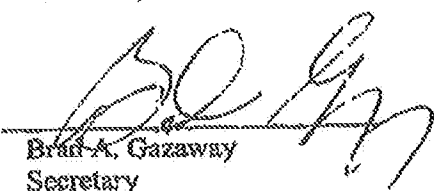
3. The Articles of Incorporation of the Corporation are hereby amended, effective July 1, 2008, by striking out the FIRST section thereof and substituting the following new FIRST section:

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

Executed on June 16, 2008

DIAL BRANDS, INC.

BY:


Brad A. Gazaway
Secretary