

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
Henkel Consumer Goods Inc.		03/22/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Dial Corporation		
Street Address:	19001 North Scottsdale Road		
Internal Address:	MS 01.45		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85255		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	85234507	BEACHY MEGA WAVES	
Registration Number:	3801009	TOUCHABLE POWER	
Registration Number:	2432453	THICKER FULLER HAIR	
Registration Number:	2367329	THICKER FULLER HAIR	
Registration Number:	3849582	THICKER FULLER HAIR	
CORRESPONDENCE DATA			
Fax Number:	(480)754-6387		
Phone:	480-754-2654		
Email:	trademarks@us.henkel.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Henkel Corporation		
Address Line 1:	19001 North Scottsdale Road		
Address Line 2:	MS 01.45		
Address Line 4:	Scottsdale, ARIZONA 85255		

CH \$140.00 85234507

TRADEMARK

ATTORNEY DOCKET NUMBER:	HCGI - TDC
NAME OF SUBMITTER:	A. Kate Huffman, Esq.
Signature:	/A. Kate Huffman/
Date:	03/22/2012
Total Attachments: 3 source=HCGI - DIAL - ASSIGNMENT - 032212#page1.tif source=HCGI - DIAL - ASSIGNMENT - 032212#page2.tif source=HCGI - DIAL - ASSIGNMENT - 032212#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Henkel Consumer Goods Inc. (hereinafter "Assignor"), a Delaware corporation, having a place of business at 19001 North Scottsdale Road, Scottsdale, Arizona 85255, U.S.A., is the owner of the trademarks and the applications and/or registrations therefore shown on Schedule A hereinafter, collectively, the "Trademarks"); and

WHEREAS, The Dial Corporation, (hereinafter "Assignee"), a Delaware corporation having a place of business at 19001 North Scottsdale Road, Scottsdale, Arizona 85255, U.S.A., desires to acquire the entire right, title and interest in and to said Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, as of the Effective Date set forth below, does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademarks, together with the good will symbolized by said Trademarks and the applications and registrations thereof, as well as any rights Assignor may have acquired by virtue of its use of the Trademarks, including the right to legally pursue any past, present or future infringement or unauthorized use of said Trademarks, such Trademarks to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

IN WITNESS WHEREOF, Assignor and Assignee have signed this Trademark Assignment as of this 22nd day of March 2012 ("Effective Date").

HENKEL CONSUMER GOODS INC.

By: _____

Name: Brad A. Gazaway
Title: Vice President, Corporate Counsel
& Assistant Secretary

THE DIAL CORPORATION

By: _____

Name: Ian Parish
Title: SVP, Finance & Controlling

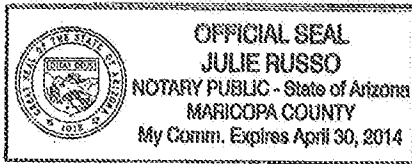
SCHEDULE A

	A	B	C	D	E	F	G	H	I	J	K	L
	Country	Main Brand	Trademark	TM Type	Device	Status	Appl. Date	Appl. No.	Req. Date	Reg. No.	Renewal Date	Class
1	United States	L.A. LOOKS	BEACHY MEGA WAVES	Wordmark		Pending	2/4/2011	85234507				03
2	United States	L.A. LOOKS	TOUCHABLE POWER	Wordmark		Registered/Granted	7/6/2009	77775034	6/9/2010	3801009	6/6/2030	03
3	United States	THICKER FULLER HAIR	THICKER FULLER HAIR	Wordmark		Registered/Granted	9/6/1996	75161644	3/6/2001	2432453	3/6/2021	03
4	United States	THICKER FULLER HAIR	THICKER FULLER HAIR	Wordmark		Registered/Granted	7/25/1995	75139701	7/18/2000	2367329	7/18/2020	03
5	United States	THICKER FULLER HAIR	THICKER FULLER HAIR	Wordmark		Registered/Granted	10/9/2009	77845662	9/21/2010	3849682	9/21/2020	03
6												

NOTARIAL CERTIFICATION

STATE OF ARIZONA :
: SS
COUNTY OF MARICOPA :

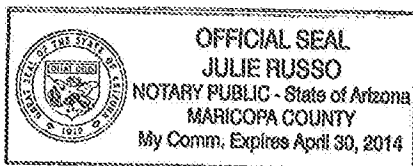
On this 22nd day of March, 2012, Brad A. Gazaway, personally appeared before me Julie Russo, whose identity is personally known to me and who by me duly sworn did say that he is the Vice President, Corporate Counsel & Assistant Secretary of Henkel Consumer Goods Inc., and acknowledged that the Trademark Assignment, dated March 22, 2012, is a two page document and was signed by him on behalf of said corporation by authority of a Resolution of its Board of Directors.



Julie Russo
Notary Public
Residing at Maricopa County

STATE OF ARIZONA :
: SS
COUNTY OF MARICOPA :

On this 22nd day of March, 2012, Ian Parish, personally appeared before me Julie Russo, whose identity is personally known to me and who by me duly sworn did say that he is the SVP Finance & Controlling of The Dial Corporation and acknowledged that the Trademark Assignment, dated March 22, 2012, is a two page document and was signed by him on behalf of said corporation by authority of a Resolution of its Board of Directors.



Julie Russo
Notary Public
Residing at Maricopa County