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U.S. Patent & TMO/TM Mail Rpt Dt. #58

U.S. DEPARTMENT OF COMMERCE
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10-11-2001



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original documents or copy thereof.

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
Tab settings ⇌ ⇌ ⇌ ▼

To the Honorable Commissioner of I

1. Name of conveying party(ies):

Dial Brands, Inc.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other _____

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other _____

Execution Date: August 28, 2001

2. Name and address of receiving party(ies)

Name: FASMA, LLC

Internal

Address: _____

Street Address: 7329 West Harrison Street

City: Forest Park State: IL Zip: 60130

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State _____
- Other Limited Liability Company

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

See attached Schedule A

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Vanessa A. Bachtell

Internal Address: Goldberg Kohn et. al.

Street Address: 55 East Monroe, Suite 3700

City: Chicago State: IL Zip: 60603

6. Total number of applications and registrations involved: 8

7. Total fee (37 CFR 3.41).....\$ 215

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Vanessa Bachtell

Name of Person Signing

[Signature]

Signature

9/28/01

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002382 FRAME: 0369

SCHEDULE A

<u>Country</u>	<u>Mark</u>	<u>Serial Number</u>
United States	A Wash Come True	76/259401
United States	Bubble Your Pleasure	78/071490
United States	Butter You Up	78/071491
United States	Fu-Fu Foam	76/259400
United States	Just Dandy	78/071492
United States	Ooh La Loofah	76/259424
United States	Shimmer Chic	76/259423
United States	The Sweetest Thing	78/071494

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the _____ day of August 2001, between DIAL BRANDS, INC., a corporation organized under the laws of the State of Arizona, having its principal place of business at 15501 North Dial Boulevard, Scottsdale, Arizona 85260-1619 USA and FASMA, LLC, a limited liability company organized under the laws of the State of Delaware, having its principal place of business at 7329 West Harrison Street, Forest Park, Illinois 60130.

WITNESSETH THAT:

WHEREAS, assignor DIAL BRANDS, INC. has agreed with assignee FASMA, LLC to assign to FASMA, LLC the trademarks set forth in Schedule I attached hereto, including the goodwill and business relating thereto, the registrations thereof, the applications for registration thereof, and all other rights relating thereto.

NOW THIS DEED WITNESSETH THAT for good and valuable consideration, the receipt of which is hereby acknowledged, DIAL BRANDS, INC. does hereby assign unto FASMA, LLC the trademarks set forth in Schedule I attached hereto, together with the goodwill of the business relating thereto, the registrations thereof, the applications for registration thereof, and all other rights relating thereto, to hold the same unto the assignee FASMA, LLC absolutely for its own use and behoof, and for the use and behoof of its successors and assigns as fully and entirely as the same would have been held and enjoyed by DIAL BRANDS, INC. if this assignment and transfer had not been made.

Concurrently with the Assignment of such Trademarks, DIAL BRANDS, INC. is assigning to FASMA, LLC the business to which the marks pertain.