

RE

10-08-1998



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U.S. DEPARTMENT OF COMMERCE Patent and Trademark Office

Tab settings

100845830

To the Honorable Commissioner of Patents and Trademarks: please record the attached original documents or copy thereof.

MRA 10-1-98

1. Name of conveying party(ies):

THE DIAL CORPORATION 15501 NORTH DIAL BOULEVARD SCOTTSDALE, ARIZONA 85260-1619

- 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, Security Agreement, Other, Merger, Change of Name

Execution Date: APRIL 1, 1998

2. Name and address of receiving party(ies)

Name: DIAL BRANDS, INC. Internal Address: SUITE 2214 Street Address: 15501 NORTH DIAL BOULEVARD City: SCOTTSDALE State: AZ ZIP: 85260-1619

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

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 patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,795,534 AND OTHERS

Additional numbers attached? Yes No

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

Name: REBECCA S. NITTLE

Internal Address: TRADEMARK COUNSEL

Street Address: 15501 NORTH DIAL BOULEVARD

City: SCOTTSDALE State: AZ ZIP: 85260-1619

6. Total number of applications and registrations involved:

268

7. Total fee (37 CFR 3.41).....\$ 6,715.00

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.

REBECCA S. NITTLE

Name of Person Signing

Signature

9-8-98 Date

TRADEMARK COUNSEL

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

20

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignment

Washington, D.C. 20231

TRADEMARK

REEL: 1795 FRAME: 0469

10/07/1998 1795534 0000146 1795534 01 FC 481 02 FC 482

UNITED STATES

EXHIBIT A

PART I - REGISTRATIONS AS OF APRIL 1, 1998

<u>Trademark</u>	<u>Registration No.</u>
A HEALTHY INDULGENCE FOR YOUR HAIR	1795534
AFTER THE RAIN	1885524
AQUA-SOAP	1244053
AREN'T YOU GLAD YOU USE DIAL?	1668184
ASTOUND	852451
ATLAS HOLDING THE WORLD	806086
B DESIGN (BRECK)	2012020
B DESIGN (BRECK)	2015594
B DESIGN (BRECK)	2032028
BABBITT'S	364515
BABY SOFT BY PUREX	1947415
BABY SOFT DETERGENT BY PUREX AND DESIGN	1980777
BATH & BOUTIQUE	1898543
BATHTIQUES COLLECTION (collection disclaimed)**setlmt agmt w/ Naitiques	2144046
BEARY VANILLA (VANILLA DISCLAIMED)	2145417

<u>Trademark</u>	<u>Registration No.</u>
BEAUTIFUL HAIR BRECK	853071
BEAUTIFUL HAIR NATURALLY (BRECK)	2046473
BLU WHITE	555540
BLUE KAZOO	2070830
BORATEEM	1038370
BORATEEM (bases for Panama 14947)	734408
BORAXO DESIGN (BIG "B" DESIGN W/BORAXO IN IT	1053175
BORAXO (BASIS FOR PHILIPPINES REG)	590904
BRECK	1369726
BRECK	874405
BRECK	847717
BRECK	2054381
BRECK (CUSTOMS RECORDAL NO. 93-00160 EXPIRES 8/22/00)	529328
BRECK SALON ESSENTIALS	2005335
BRECKSET	708839
BRIGHT IDEA	1331568
BRIGHT IDEA	853927
BRIGHT TOUCH	1146588

<u>Trademark</u>	<u>Registration No.</u>
BUBBLE CLUB	774709
BUNNY DESIGN (PUREX)	1945657
BURLEY	833796
CAMPANA ITALIAN BALM	376828
CANTERBURY COLLECTION	1688654
CANTERBURY COLLECTION AND DESIGN	1680928
CANTERBURY COLLECTION AND DESIGN 3	1741396
CAPRI	835754
CARIBBEAN BREEZE	1820410
CINDY	818967
CLOCK DESIGN	1372066
COLOR SEAL	2058727
COLOR SHIELD	2058151
COMFORTING VANILLA (VANILLA DISCLAIMED)	2080132
COOL BREEZE	1437029
COOL HANDS	1038369
COUNTRY FIELDS	1883291
COUNTRY KITCHEN	1822284
COUNTRY ROMANCE	1721343
CROC O' DIAL (STYLIZED)	1794080

<u>Trademark</u>	<u>Registration No.</u>
CROC O'DIAL & DESIGN	1794056
CROC-O-DIAL	1776977
D DESIGN (SMALL D IN SQUARE)	1723161
DEBBIE	816817
DEBBIE	872741
DEBBIE(IN CIRCLE)	761474
DECORATOR	2041430
DI-ZO	1252074
DIAL	731288
DIAL	1959388
DIAL	834877
DIAL	2067901
DIAL	2070738
DIAL	1691108
DIAL (DES/CLOCK & ROUND THE CLOCK PROT)	1693925
DIAL (DESIGN)	690674
DIAL (RECORDED CUSTOMS 5/20/86 expires 12/29/1999)	690673
DIAL (SCRIPT)	549768
DIAL AND DESIGN (SPLASH DESIGN)	1919168

<u>Trademark</u>	<u>Registration No.</u>
DIAL DUO	2130791
DIAL FOR KIDS (FOR KIDS DISCLAIMED)	1942357
DIAL PLUS	2001311
DIAL-OGO & DESIGN (SPANISH)	1739750
DIAL-OGO (DIACRITICAL MARK ABOVE A)	1813649
DIAL-OGUE & DESIGN (BLACK)	1739749
DIAL-OGUE & DESIGN (WHITE)	1739757
DIAL-OGUE (PLAIN WORD MARK)	1813648
DIAL-TO-GO	2072809
DIAPER MAGIC	723747
DO-ALL	517820
DONA	218958
DUTCH	1280397
DUTCH GIRL'S HEAD DESIGN	748899
DUTCH WOMAN DESIGN	1957704
ENDURING	678620
EVERY ROOM SHOULD HAVE A ROOMMATE	1477348

<u>Trademark</u>	<u>Registration No.</u>
FELS	671626
FELS NAPTHA	735793
FELS-NAPTHA	55478
FESTIVE PINE	2027847
FISH TAIL DESIGN (FELS)	57674
FISH TAIL DESIGN (FELS)	679055
FLEECY WHITE	500741
FLIP	1053950
FLOWER PETALS	1898542
FLUFT-BORAX	830346
FORMULA 99	671628
FRESH N' DRY	1266803
FRESH SENSATIONS	1987700
GARDEN BOUQUET	700671
GARDEN MIST	1747672
GARDEN MIST	2146767
GARDEN PATH	1823570
GAY BOUQUET	725150
GEE	1138337
GENTLE FELS	826235
GENTLE FELS	730603

<u>Trademark</u>	<u>Registration No.</u>
GENTLE RAIN	1987664
GENTLE RAIN	1402825
GLAD	671007
GLAD HAND	269141
GOLD FORMULA	1564106
GREAT SCENTS	1127772
GRITTY GIANT	1445867
HOLANDESA (DUTCH)	702700
HUSTLE	852044
HUSTLE	852107
INSTANT FELS	823764
INVENT	1926268
JADE BREEZES	1817331
KAYA NATURE'S CREATIVE ENERGY (DIACRITICAL MARKING)	2031228
KURLY KATE	1129108
LA FRANCE	944411
LE-ZURE	1252662
LIGHTHOUSE	521737
LIQUID DIAL (DESIGN) (liquid disclaimed)	1730555

<u>Trademark</u>	<u>Registration No.</u>
LIQUID DIAL SENSITIVE SKIN	2009664
LITTLE BOY BLUE	1254242
LURON	1492844
LURON	522560
LURON	673693
LUROSCRUB	1417164
LUROSEP	1259739
LUROSOOTHE	1362835
MAN-POWER	766864
MD*7	1015085
MICROSTAT	1279514
MISS BRECK	797894
MOISTURIZING DIAL PLUS	1903326
MORNING GLORY	1252663
MOUNTAIN BOUQUET	1817329
MOUNTAIN BOUQUET POTPOURRI (POTPOURRI DISCLAIMED)	1812656
MOUNTAIN BREEZE	1920645
MOUNTAIN FRESH	1564104
MOUNTAIN WILDFLOWER (BORAX)	1805079

<u>Trademark</u>	<u>Registration No.</u>
NATURE'S ACCENTS	2007155
NATURE'S ACCENTS	2005313
NATURE'S ACCENTS	2031028
NATURE'S ACCENTS	1970235
NATURE'S ORCHARD	1819388
NEW NATURALS	1973487
NEWS	404727
OLD DUTCH CLEANSER & DESIGN (CUS 84-492)	50697
PANEX	507712
PERFECT PEACH	1986357
PET PLUS	1778623
POWDER ROOM	1900306
PREFACE	1770722
PREFACE AND WOMAN'S HEAD DESIGN	1774005
PUFT-BORAX	829915
PURE & NATURAL	2064273
PURE & NATURAL (STYLIZED)	2064275
PURE & NATURAL DESIGN	2064274
PUREX	854006
PUREX	1062573

<u>Trademark</u>	<u>Registration No.</u>
PUREX	854332
PUREX	1876275
PUREX & DESIGN	1435216
PUREX & HAND DESIGN	722732
PUREX & HAND DESIGN	847538
PUREX & HAND DESIGN	716970
PUREX & HAND DESIGN	847740
PUREX & HAND DESIGN	723241
PUREX (CUSTOM RECORDAL 84-493)	578630
PUREX (CUSTOM RECORDAL 84-510 expires 12/05/1998)	1107691
PUREX (CUSTOM RECORDAL 84-511 Expires 11/16/2006)	1052724
PUREX (DESIGN)	1698689
PUREX ALL-CLEAN	1818333
PUREX IN OCTAGON DESIGN	211650
PUREX IN OCTAGON DESIGN (IS DIFFERENT DISCLAIMED)	312493
PUREX PLUS DESIGN	1205137
PUREX RAIN DROPS	1962338
PUREX RINSE N SOFT	1747647

Trademark**Registration No.**

PUREX SLOGAN(YOU'LL FIND THE--	737343
PUREX SLOGAN(YOU'LL FIND THE--	737321
PUREX SUPREME	2012874
PUREX SYMBOL OF VALUE IN OVAL	1143833
PUREX TOSS'N SOFT	1093510
PUREX-TRA	798694
PUREX2	1924399
RELAX & REFRESH	2120358
RENEW	1105865
RENUZIT (recorded w/customs expires 1/28/2006)	1380041
RENUZIT DOOZIT	1312004
RENUZIT DOOZIT DESIGN	1318876
RENUZIT ELECTRIC LONGLAST	1931873
RENUZIT FRESH CUT FLOWERS	1956662
RENUZIT LONG LAST	1875739
RENUZIT LONGLAST	1979812
RENUZIT LONGLAST	1826770
RENUZIT LONGLAST	1890407

<u>Trademark</u>	<u>Registration No.</u>
RENUZIT ROOMATE	1536031
RINSE 'N SOFT	1747646
ROOMMATE	1536030
ROOMMATE	1204253
ROOMMATE 60	1838966
ROOMMATE DECORATORS	2048342
ROOMMATES	1447070
ROUND THE CLOCK PROTECTION	1428943
SILKY SUDS	749529
SIMMERING ROMANCE	2062271
SING	433881
SKIN PERFECT	1203293
SKIN VISION	1197619
SMOOTH GLIDE SOLID	2072702
SOAPRIZE	791560
SOLASEPTIC	730635
SPARKLIN' WHITE	1231605
SPICY POTPOURRI	1769520
SPIFFY	854842
SPIRIT	1137328

<u>Trademark</u>	<u>Registration No.</u>
SPIRIT 3 SOAPS IN ONE (DESIGN)	1765458
SPIRIT (STYLIZED)	1756336
SPRING FLOWERS	2046667
SPRING MORNING	1419714
SPRITE	818966
STA-FLO	345191
STAPUF	1114341
STAPUF	1237926
STAPUF (STA-PUF)	614148
SULFRAMIN	670381
SULFRAMIN	647286
SULFRAMIN	584173
SUMMIT	796892
SUN & FLOWERS	1968358
SUN DIAL	1125699
SUNRAE	505694
SUPER ODOR KILLER	1286756
SWAN DESIGN	1783783
SWEETHEART	854448
SWEETHEART & DESIGN	671952

<u>Trademark</u>	<u>Registration No.</u>
SWEETHEART (basis for Panama 9375 (case 3705-32))	557293
SWEETHEART (CUSTOM RECORDAL 84-512 expires 1/24/1999)	364308
SWEETHEART (SWEET HEART)	848783
TEAM MATE	837282
TEAM MATE	836929
TEEM	510193
TONE	915202
TONE	1946839
TRANQUIL FOREST	2062270
TREND	430422
TREND	626011
TREND	1223857
TREND-X BEADS	723383
TRILBY	714490
TRIUMPH	756225
TUF-LUSTRE	512027
ULTRA	1267479
VANO	634513
VANO	819706

Trademark**Registration No.**

VANO

705788

VANO & DESIGN

816463

VANO SPRAY STARCH &
DESIGN

802061

VITASOMES (BRECK)

1815321

WHITE MONDAY & HOUSE
DESIGN

374943

ASSIGNMENT AND CONVEYANCE AGREEMENT

WHEREAS, The Dial Corporation, a Delaware corporation having offices at 15501 North Dial Boulevard, Scottsdale, Arizona 85260-1619 ("Assignor"), has adopted, used and owns the entire right, title and interest in and to the trade names, trademarks, trademark applications and trademark registrations set forth on Exhibit A attached hereto (collectively the "U.S. Trademarks"), and desires to transfer and assign to Dial Brands, Inc., an Arizona corporation ("Assignee"), all of its rights, title and interests in and to the U.S. Trademarks set forth on Exhibit A, together with the goodwill associated therewith, in exchange for shares of stock in Assignee; and

WHEREAS, Assignor desires to transfer to Assignee certain stationery, business cards, shipping documents, and other specimens of use of the U.S. Trademarks (the "Tangible Media") in exchange for shares of stock in Assignee;

WHEREAS, Assignor and Assignee agree that the Tangible Media has a value of one thousand dollars (\$1,000); and

WHEREAS, Assignee desires to acquire the U.S. Trademarks and Tangible Media from Assignor; and

WHEREAS, Assignor and Assignee agree that Assignee will not assume any liabilities in the transfer of the rights, title and interests in and to the U.S. Trademarks and the Tangible Media, other than those, if any, arising under the License Agreement effective as of April 1, 1998, between Assignor (as Licensee) and Assignee (as Licensor) which License Agreement is being entered into by the parties hereto contemporaneously with this Assignment and Conveyance Agreement.

NOW, THEREFORE, in consideration of all one hundred (100) issued and outstanding shares of stock in Assignee and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby transfer and assign to said Assignee, effective nunc pro tunc as of April 1, 1998 ("Effective Date"), all its rights, title and interests in, to and under said U.S. Trademarks, including the goodwill of the business symbolized by the U.S. Trademarks, the Tangible Media and any and all applications and registrations for said Trademarks.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment and Conveyance Agreement this 31st day of July, 1998 with Effective Date as set forth above.

THE DIAL CORPORATION,
a Delaware Corporation

DIAL BRANDS, INC.,
an Arizona Corporation

By: *[Signature]*

By: *[Signature]*

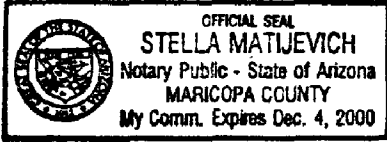
Its: Senior Vice President &
Chief Financial Officer

Its: PRESIDENT

State of Arizona)
)SS
County of Maricopa)

On this 31ST day of July, 1998, before me, a Notary Public in and for the County and State aforesaid, appeared SUSAN J. RILEY, to me personally known to be the SR. VICE PRES. & Chief Fin. Off. of The Dial Corporation who subscribed to the foregoing Assignment and Conveyance Agreement and acknowledged that execution of said document was a free and voluntary act on behalf and with full authority of The Dial Corporation.

WITNESS my hand and seal the day and year last above given.



Stella Matijevich
Notary Public
My Commission Expires: 12-4-2000

State of Arizona)
)SS
County of Maricopa)

On this 31ST day of July, 1998, before me, a Notary Public in and for the County and State aforesaid, appeared MARK WHITHOUSE, to me personally known to be the PRESIDENT of Dial Brands, Inc. who subscribed to the foregoing Assignment and Conveyance Agreement and acknowledged that execution of said document was a free and voluntary act on behalf and with full authority of Dial Brands, Inc.

WITNESS my hand and seal the day and year last above given.



Stella Matijevich
Notary Public
My Commission Expires: 12-4-2000

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