

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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: | 15501 North Dial Boulevard |
| Internal Address: | M.S. 2214 |
| City: | Scottsdale |
| State/Country: | ARIZONA |
| Postal Code: | 85260-1619 |
| Entity Type: | CORPORATION: ARIZONA |

PROPERTY NUMBERS Total: 292

| Property Type | Number | Word Mark |
|----------------------|---------|----------------------|
| Registration Number: | 852451 | ASTOUND |
| Registration Number: | 853071 | BEAUTIFUL HAIR BRECK |
| Registration Number: | 1038370 | BORATEEM |
| Registration Number: | 734408 | BORATEEM |
| Registration Number: | 590904 | BORAXO |
| Registration Number: | 529328 | BRECK |
| Registration Number: | 874405 | BRECK |
| Registration Number: | 853927 | BRIGHT IDEA |
| Registration Number: | 872741 | DEBBIE |
| Registration Number: | 834877 | DIAL |
| Registration Number: | 690673 | DIAL |
| Registration Number: | 731288 | DIAL |
| Registration Number: | 690674 | DIAL |

CH \$7315.00 852451

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| Registration Number: | 549768 | DIAL |
| Registration Number: | 735793 | FELS NAPTHA |
| Registration Number: | 55478 | FELS-NAPTHA |
| Registration Number: | 0057674 | |
| Registration Number: | 1564106 | GOLD FORMULA |
| Registration Number: | 852044 | HUSTLE |
| Registration Number: | 852107 | HUSTLE |
| Registration Number: | 1492844 | LURON |
| Registration Number: | 1417164 | LUROSCRUB |
| Registration Number: | 1259739 | LUROSEP |
| Registration Number: | 1362835 | LUROSOOTHE |
| Registration Number: | 1564104 | MOUNTAIN FRESH |
| Registration Number: | 50697 | OLD DUTCH CLEANSER CHASES DIRT MAKES EVERYTHING "SPICK AND SPAN" |
| Registration Number: | 507712 | PANEX |
| Registration Number: | 1052724 | PUREX |
| Registration Number: | 578630 | PUREX |
| Registration Number: | 854006 | PUREX |
| Registration Number: | 854332 | PUREX |
| Registration Number: | 211650 | PUREX |
| Registration Number: | 312493 | PUREX "IS DIFFERENT" |
| Registration Number: | 1536031 | RENUZIT ROOMMATE |
| Registration Number: | 1204253 | ROOMATE |
| Registration Number: | 1536030 | ROOMMATE |
| Registration Number: | 854842 | SPIFFY |
| Registration Number: | 818966 | SPRITE |
| Registration Number: | 345191 | STA-FLO |
| Registration Number: | 1237926 | STAPUF |
| Registration Number: | 505694 | SUNRAE |
| Registration Number: | 1286756 | SUPER ODOR KILLER |
| Registration Number: | 854448 | SWEETHEART |
| Registration Number: | 364308 | SWEET HEART |
| Registration Number: | 671952 | SWEET HEART |
| Registration Number: | 510193 | TEEM |
| Registration Number: | 915202 | TONE |

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|----------------------|----------|----------------------------------|
| Registration Number: | 626011 | TREND |
| Registration Number: | 512027 | TUF-LUSTRE |
| Serial Number: | 77009056 | 'ROUND THE CLOCK |
| Serial Number: | 77394117 | 3-D |
| Serial Number: | 78318245 | A BETTER CLEAN FOR BETTER HEALTH |
| Serial Number: | 77397292 | A BETTER WAY TO CLEAN |
| Serial Number: | 77436698 | ACSCENTS |
| Serial Number: | 78706302 | ACTIV-FOAM |
| Serial Number: | 76117367 | ACTIV-FOAM |
| Serial Number: | 78629507 | ACTIV-SHIELD |
| Serial Number: | 77012431 | ACTIVATED TRICLOSAN |
| Serial Number: | 74195483 | AFTER THE RAIN |
| Serial Number: | 76032245 | AFTER THE RAIN |
| Serial Number: | 76220122 | AFTER THE RAIN |
| Serial Number: | 76182476 | AFTER THE RAIN |
| Serial Number: | 78389760 | AIRLETS |
| Serial Number: | 78110356 | ALL-AMERICAN APPLE |
| Serial Number: | 77393592 | ALPINE FROST |
| Serial Number: | 77462961 | ALWAYS NATURAL ALWAYS HAS BEEN |
| Serial Number: | 76053689 | ARCONOMY |
| Serial Number: | 78519138 | ARCTIC SURF |
| Serial Number: | 74134986 | AREN'T YOU GLAD YOU USE DIAL? |
| Serial Number: | 78941979 | AROMASCENT |
| Serial Number: | 78942005 | AROMASCENT |
| Serial Number: | 77031319 | B |
| Serial Number: | 78570055 | BE IMPRESSED FOR LESS |
| Serial Number: | 77153380 | BEACH BREEZES |
| Serial Number: | 77261663 | BLUE FUSION |
| Serial Number: | 78157364 | BLUE OASIS |
| Serial Number: | 78403053 | BORAX BASICS |
| Serial Number: | 78544895 | BRECK |
| Serial Number: | 78749247 | BRECK |
| Serial Number: | 78949239 | BRECK |
| Serial Number: | 77034528 | BRECK |
| Serial Number: | 77034641 | BRECK |

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|----------------|----------|-----------------------------|
| Serial Number: | 78749417 | BRECK FOR KIDS |
| Serial Number: | 78465315 | BRECK SALON ESSENTIALS |
| Serial Number: | 78275988 | BRISA DE LA MONTANA |
| Serial Number: | 78451513 | BRISA DEL PARAISO |
| Serial Number: | 78624590 | BRISA DEL PARAISO |
| Serial Number: | 77468605 | CANDY FOR YOUR SHOWER |
| Serial Number: | 74150612 | CANTERBURY COLLECTION |
| Serial Number: | 78102553 | CARIBBEAN COOLER |
| Serial Number: | 77420317 | CIRC |
| Serial Number: | 78112471 | CITRUS SUNBURST |
| Serial Number: | 75691793 | CITRUS SUNBURST |
| Serial Number: | 78267535 | CLEAN HANDS FOR A HAPPY ME |
| Serial Number: | 77428465 | CLEAN TO THE NTH DEGREE |
| Serial Number: | 77486493 | CLINICAL COMPLETE |
| Serial Number: | 77508618 | |
| Serial Number: | 78105514 | COAST MAX |
| Serial Number: | 77153885 | COLOR SEAL |
| Serial Number: | 74696724 | COLOR SHIELD |
| Serial Number: | 77309621 | COLORCLEAN WITH TIMER BEADS |
| Serial Number: | 75249985 | |
| Serial Number: | 78061680 | COOL MORNING AIR |
| Serial Number: | 74467755 | COUNTRY FIELDS |
| Serial Number: | 78255074 | CREAMY VANILLA |
| Serial Number: | 78595160 | CREAMY VANILLA |
| Serial Number: | 78060562 | CRISP COTTON |
| Serial Number: | 77394504 | CRYSTAL ELEMENTS |
| Serial Number: | 78143142 | DARK SHIELD |
| Serial Number: | 78275981 | DESPUES DE LA LLUVIA |
| Serial Number: | 75441605 | DIAL |
| Serial Number: | 75006454 | DIAL |
| Serial Number: | 78864686 | DIAL |
| Serial Number: | 77414208 | DIAL |
| Serial Number: | 75434697 | DIAL |
| Serial Number: | 75831774 | DIAL AMENITY COLLECTION |
| Serial Number: | 75522780 | DIAL |

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|----------------|----------|-----------------------------------|
| Serial Number: | 74542776 | DIAL |
| Serial Number: | 75728261 | DIAL ANTIBACTERIAL |
| Serial Number: | 76211818 | DIAL COMPLETE |
| Serial Number: | 75707162 | PROFESSIONAL SERIES DIAL |
| Serial Number: | 78912240 | DIAL PROFESSIONAL SERIES |
| Serial Number: | 78079294 | DIAL VITAMINS |
| Serial Number: | 78121138 | DREAM GARDEN |
| Serial Number: | 78085768 | E-ZCARE |
| Serial Number: | 77417523 | ECO SMART |
| Serial Number: | 77425074 | ECO SMART |
| Serial Number: | 77425080 | ECOMMITMENT |
| Serial Number: | 77425354 | ECOOPERATION |
| Serial Number: | 77425104 | ECOVATION |
| Serial Number: | 77425946 | EMERALD RAINFOREST |
| Serial Number: | 75922355 | ENCHANTED ISLE |
| Serial Number: | 76171897 | EVERGREEN FOREST |
| Serial Number: | 78498177 | EXOTIC FUSIONS |
| Serial Number: | 77438377 | FAST BREAK |
| Serial Number: | 78102547 | FESTIVE BERRY |
| Serial Number: | 74675920 | FESTIVE PINE |
| Serial Number: | 75596343 | FESTIVE PINE |
| Serial Number: | 77132363 | FESTIVE SNOW |
| Serial Number: | 77153360 | FIRESIDE GLOW |
| Serial Number: | 76495812 | FOR A HEALTHY CLEAN YOU CAN FEEL |
| Serial Number: | 78394762 | FOR SKIN THAT'S WORTH CELEBRATING |
| Serial Number: | 78793967 | FOR THE WAY YOUR FAMILY LIVES |
| Serial Number: | 76200256 | FRESH EVERYTIME YOU USE IT |
| Serial Number: | 76021257 | FRESH GELS |
| Serial Number: | 78110772 | FROSTY VANILLA |
| Serial Number: | 78676352 | FULL FORCE |
| Serial Number: | 75409913 | GARDEN FRESH |
| Serial Number: | 78799467 | GENTLE CITRUS ORCHARD |
| Serial Number: | 77393862 | GLACIER SPRINGS |
| Serial Number: | 77261909 | GREEN FUSION |
| Serial Number: | 77425360 | GREEN UP AMERICA |

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| Serial Number: | 78672543 | |
| Serial Number: | 78102556 | HAWAIIAN SUNSET |
| Serial Number: | 77431333 | HEALTHIER SKIN HEALTHIER YOU |
| Serial Number: | 78378113 | HEATHER BLOSSOMS |
| Serial Number: | 76084413 | HEATHER MIST |
| Serial Number: | 76084414 | HEATHER MIST |
| Serial Number: | 76213916 | HEATHER MIST |
| Serial Number: | 78110774 | HEAVENLY GINGERBREAD |
| Serial Number: | 78115187 | HERBAL BLOSSOMS |
| Serial Number: | 78151279 | HERBAL SPRINGS |
| Serial Number: | 75516916 | HOLIDAY COOKIE |
| Serial Number: | 78208228 | HOLIDAY COOKIE |
| Serial Number: | 76198372 | HOMESPUN COMFORT |
| Serial Number: | 76228869 | INVITING SPICE |
| Serial Number: | 77499752 | INVITING SPICE |
| Serial Number: | 76037140 | ISLAND MIST |
| Serial Number: | 76228946 | ISLAND MIST |
| Serial Number: | 78468269 | KICKS THE GRIME OFF YOUR HANDS |
| Serial Number: | 78799461 | LIGHT ALPINE FROST |
| Serial Number: | 78100908 | LIGHT OF FREEDOM |
| Serial Number: | 77100469 | LINEN & LILIES |
| Serial Number: | 77468609 | LOOK DIRTY SMELL CLEAN |
| Serial Number: | 78412117 | LOSE THE COFFEE HIT THE COAST |
| Serial Number: | 77120300 | MAINTENANCE FOR YOUR MANSUIT |
| Serial Number: | 77440541 | MINTZ |
| Serial Number: | 78076590 | MISTY MORNING |
| Serial Number: | 78139395 | MOON BLOSSOM |
| Serial Number: | 78405260 | MOUNTAIN BREEZE |
| Serial Number: | 76630146 | MOUNTAIN BREEZE |
| Serial Number: | 78447849 | MOUNTAIN FRESH |
| Serial Number: | 78400559 | MOUNTAIN MEADOW |
| Serial Number: | 77468620 | NATURAL ELEMENTS |
| Serial Number: | 78630063 | NOURISHED BY NATURE |
| Serial Number: | 77153374 | OCEAN OASIS |
| Serial Number: | 77395838 | ODOR PROTECTION COVERED FROM ALL ANGLES |

TRADEMARK

REEL: 003806 FRAME: 0460

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| Serial Number: | 78115189 | ORCHARD GARDEN |
| Serial Number: | 78138137 | ORIGINAL FRESH SCENT |
| Serial Number: | 77146647 | P&N |
| Serial Number: | 77443605 | EST. 1982 P&N COMPANY |
| Serial Number: | 78635985 | PACIFIC FORCE |
| Serial Number: | 78394782 | PARA UNA PIEL QUE VALE LA PENA CELEBRAR |
| Serial Number: | 78112355 | PARADISE BREEZE |
| Serial Number: | 78386894 | PARADISE BREEZE |
| Serial Number: | 78139394 | PERFECT HARMONY |
| Serial Number: | 77462485 | PLANET POLITE |
| Serial Number: | 78542280 | PODER QUITA MANCHAS PERO, SEGURO PARA LA PIEL DEL BEBE |
| Serial Number: | 77009088 | POWER OF SMALL |
| Serial Number: | 78130758 | POWERFUL ON STAINS, SAFE FOR BABY'S SKIN |
| Serial Number: | 78451505 | PRADERA Y MONTAÑA |
| Serial Number: | 77462147 | PREMIUM PROTECTION |
| Serial Number: | 78797850 | PRESS N SCRUB |
| Serial Number: | 78797863 | PRESS N SCRUB |
| Serial Number: | 75430976 | PROFESSIONAL |
| Serial Number: | 75431117 | PROFESSIONAL |
| Serial Number: | 74267549 | PURE & NATURAL |
| Serial Number: | 78617897 | PURE & NATURAL |
| Serial Number: | 74267312 | PURE & NATURAL |
| Serial Number: | 74267324 | PURE & NATURAL |
| Serial Number: | 78915758 | PURE AIR |
| Serial Number: | 78899515 | PURE BREEZE |
| Serial Number: | 78915773 | PURE BREEZE |
| Serial Number: | 78769262 | PURE CLEAN TECHNOLOGY |
| Serial Number: | 77436680 | PURE DRY |
| Serial Number: | 75981796 | PURE FRESHNESS |
| Serial Number: | 78932715 | PURECLEAN |
| Serial Number: | 74499875 | PUREX |
| Serial Number: | 78429587 | PUREX |
| Serial Number: | 74154905 | PUREX |
| Serial Number: | 73084655 | PUREX |

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| Serial Number: | 78242013 | PUREX BABY |
| Serial Number: | 77015648 | PUREX CRYSTALS |
| Serial Number: | 77063484 | PUREX NATURAL ELEMENTS |
| Serial Number: | 78617913 | PUREX PURE & NATURAL |
| Serial Number: | 74081018 | PUREX RINSE 'N SOFT |
| Serial Number: | 78285584 | PUREX SOFT |
| Serial Number: | 78714805 | QUEST FOR THE BEST |
| Serial Number: | 78799475 | QUIET LAVENDER WHISPER |
| Serial Number: | 78273753 | RAINFLOWER MIST |
| Serial Number: | 78905743 | RAINFLOWER MIST |
| Serial Number: | 77178254 | RELAXING WAVES |
| Serial Number: | 73548432 | RENUZIT |
| Serial Number: | 77496786 | RENUZIT AROMA |
| Serial Number: | 78257220 | RENUZIT FRESH FLOWERS |
| Serial Number: | 78257219 | RENUZIT FRESH FRUITS |
| Serial Number: | 74703891 | RENUZIT LONGLAST |
| Serial Number: | 77453663 | RENUZIT NATURAL ELEMENTS |
| Serial Number: | 77068311 | RENUZIT PEARL SCENTS |
| Serial Number: | 77496833 | RENUZIT RENEW |
| Serial Number: | 77508045 | |
| Serial Number: | 74081017 | RINSE 'N SOFT |
| Serial Number: | 75510029 | ROMANTIC JASMINE |
| Serial Number: | 77439480 | ROPA DE CAMA Y LILAS |
| Serial Number: | 77426024 | RUBY BERRIES |
| Serial Number: | 77442449 | SAND & SUN |
| Serial Number: | 77425950 | SAPPHIRE WATERS |
| Serial Number: | 77153363 | SEASIDE BREEZES |
| Serial Number: | 76198374 | SENSE OF SPRING |
| Serial Number: | 78288527 | SERENITY |
| Serial Number: | 77468612 | SHOWER YOURSELF WITH SOMETHING FABULOUS |
| Serial Number: | 78472468 | SIMPLY VANILLA |
| Serial Number: | 77263530 | SMALL IS BIG |
| Serial Number: | 77468226 | SMELL CLEAN LOOK DIRTY |
| Serial Number: | 78537725 | SPRING FLOWERS |
| Serial Number: | 77430575 | SPRING OASIS |

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|----------------|----------|-------------------------------------|
| Serial Number: | 75502249 | SPRING PURE |
| Serial Number: | 75376298 | SPRING WATER |
| Serial Number: | 78537712 | SPRING WATER |
| Serial Number: | 78104820 | STAR SPANGLED BERRY |
| Serial Number: | 78864483 | SUBTLE EFFECTS |
| Serial Number: | 77461785 | SUMMER BLOSSOMS |
| Serial Number: | 78672272 | SUNNY LAUNDRY |
| Serial Number: | 78113018 | SUPER ODOR NEUTRALIZER |
| Serial Number: | 78749586 | SUPER ODOR NEUTRALIZER |
| Serial Number: | 77496769 | SUPER ODOR NEUTRALIZER PEARL SCENTS |
| Serial Number: | 78805100 | TAKE BACK THE SHOWER |
| Serial Number: | 76266085 | THE EYE OPENER! |
| Serial Number: | 75693509 | THE TOBACCO ODOR KILLER |
| Serial Number: | 77374495 | |
| Serial Number: | 77245983 | TIMER BEADS |
| Serial Number: | 78097464 | TONE |
| Serial Number: | 71511831 | TREND |
| Serial Number: | 77448924 | TRIPLE DOUBLE |
| Serial Number: | 77428460 | TRIPLE ENZYME CLEAN |
| Serial Number: | 78076591 | TROPICAL BERRIES |
| Serial Number: | 77388786 | TROPICAL ESCAPE |
| Serial Number: | 77433737 | TROPICAL ESCAPE |
| Serial Number: | 77485560 | TROPICAL WATERS |
| Serial Number: | 77468617 | UNDERNEATH IT ALL |
| Serial Number: | 77420927 | URBAN FUEL |
| Serial Number: | 78102561 | VANILLA DELIGHT |
| Serial Number: | 77420334 | VERVE |
| Serial Number: | 77461856 | VIOLET RAIN |
| Serial Number: | 78275951 | WARM CARAMEL VANILLA |
| Serial Number: | 77153337 | WARM INDULGENCES |
| Serial Number: | 78862724 | WHOLE ROOM FRESHNESS |
| Serial Number: | 78862741 | WHOLE ROOM FRESHNESS |
| Serial Number: | 78110773 | WINTER VANILLA |
| Serial Number: | 78434583 | WINTER VANILLA |
| Serial Number: | 76213921 | WONDER PET |

Serial Number: 78886580 WONDER PET

CORRESPONDENCE DATA

Fax Number: (480)754-3789
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (480) 754-2654
Email: trademarks@us.henkel.com
Correspondent Name: A. Kate Huffman
Address Line 1: 15501 North Dial Boulevard
Address Line 2: M.S. 2214
Address Line 4: Scottsdale, ARIZONA 85260-1619

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| NAME OF SUBMITTER: | A. Kate Huffman |
|--------------------|-----------------|

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|------------|-------------------|
| Signature: | /A. Kate Huffman/ |
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|-------|------------|
| Date: | 06/30/2008 |
|-------|------------|

Total Attachments: 2
source=DBI to Pure & Natural Company - 061708#page1.tif
source=DBI to Pure & Natural Company - 061708#page2.tif

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. 0835251-1

**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:

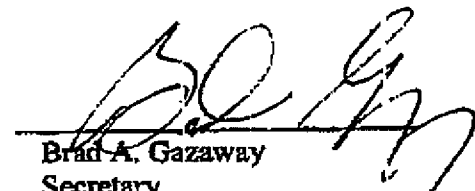
The voting group consists of 100 outstanding shares of common stock, each entitled to one vote per share. There were 100 votes present at the meeting. The voting group cast 100 votes for and zero votes against the approval of the Amendment. The number of votes cast for the approval of the Amendment was 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