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PATENT REEL: 013807 FRAME: 0277

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ASSIGNMENT

WHEREAS, the undersigned inventors (hereinafter singly and collectively, "ASSIGNOR") of the addresses indicated below, for which application for Non-Provisional Utility Patent of the United States entitled TRANSLUCENT SOAP BAR COMPOSITION AND METHOD OF MAKING THE SAME, United States Patent Application Serial No.

AND WHEREAS, THE DIAL CORPORATION (hereinafter "ASSIGNEE"), a corporation organized and existing under and by virtue of the laws of the State of Delaware having its principal place of business at and a mailing address of 15501 North Dial Boulevard, Scottsdale, Arizona 85260, is desirous of acquiring an interest therein;

AND WHEREAS, a "formal application," as referred to herein, shall mean any provisional, nonprovisional, continuation, continuation in part, divisional, reissue, reexamination, foreign, PCT or other patent application or like document,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR by these presents do sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right to the aforesaid applications, to the invention and technology as described in the aforesaid applications, and to all formal applications which may be filed based in whole or in part on one or more of the aforesaid applications, in the United States and all foreign countries, together with the right of priority under the International Convention for the Protection of Industrial Property, Inter-American Convention Relating to Patents, Designs and Industrial Models, and any other international agreements to which the United States adheres, and hereby authorizes and requests the Commissioner of Patents to issue said Letters Patent to ASSIGNEE, for the sole use and benefit of ASSIGNEE, its successors, assigns and legal representatives,

AND HEREBY AGREE to transfer, upon request of ASSIGNEE, its successors, assigns and legal representatives, and without further remuneration, a like interest in and to any improvements and formal applications based thereon, growing out of or relating to the invention; and, without further remuneration, to provide all reasonable assistance and execute any papers requested by ASSIGNEE, its successors, assigns and legal representatives, to preserve and/or acquire ASSIGNEE's full protection and title in and to the invention hereby transferred and any improvements therein,

AGREEING, FURTHERMORE, upon request of ASSIGNEE, and without further remuneration, to execute any and all papers desired by ASSIGNEE for the filing and granting of formal applications based on the invention or improvements therein, and the perfecting of title thereto in ASSIGNEE.

IN ADDITION, In the event that the Application Number and/or filing date is not available when this Assignment is executed, I hereby authorize and request any attorney associated with the Snell & Wilmer, L.L.P., Customer No. 20322, to insert above the filing date and/or the application number of said application when known.

EXECUTED as of the date(s) written below by ASSIGNOR(S):

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
Robert Demson	4553 E. Roy Rogers RO. Scortsonk, AZ 85331	Robert unco	2/6/03

- 1 -

STATE OF Concerned

)) ss.)



1281722.1 / 29930.6800

PATENT REEL: 013807 FRAME: 0278 On this day of day of 2003, before me, a notary public in and for said county, appeared Robert Demson, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he acknowledged that he signed, sealed and delivered the said instrument as a free and voluntary act for the uses and purposes therein set forth.

Notary Public

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
James Dalton	7004 E Awma Dr 2041 Scottsdule, AZ 85254	James Datto	2/4/03
STATE OF CONCERNS)) ss. // // // // // // // // // // // // //	DEBBIE SPANO DEBBIE SPANO DTARY PUBLIC-ARIZONA MARICOPY COUNTY Comm. Expires Dec. 7, 2004	- <u> </u>

On this <u>(</u>, day of <u>(</u>), (), 2003, before me, a notary public in and for said county, appeared James Dalton, who is personally known to me to be the same person whose name is subscribed to the foregoing instrument, and he acknowledged that he signed, sealed and delivered the said instrument as a free and voluntary act for the uses and purposes therein set forth.

Notary Public

Snell & Wilmer L.L.P. One Arizona Center 400 East Van Buren Phoenix, Arizona 85004-2202 Tel.: (602) 382-6337 Fax: (602) 382-6070

PATENT REEL: 013807 FRAME: 0279

RECORDED: 02/20/2003