

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Haiyan Ge	12/18/2008
Earl P. Seitz Jr.	12/01/2008
Thomas Doering	12/18/2008
RECEIVING PARTY DATA	
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City:	Scottsdale
State/Country:	ARIZONA
Postal Code:	85255
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12342738
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Correspondent Name:	THE DIAL CORPORATION
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ATTORNEY DOCKET NUMBER:	7398
NAME OF SUBMITTER:	David K. Benson
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PATENT

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ASSIGNMENT

UTILITY PATENT

WHEREAS, the undersigned inventors (hereinafter singly and collectively, "ASSIGNORS"), of the addresses indicated below, have invented certain new and useful improvements in ***COMBINATIONS OF HERB EXTRACTS HAVING SYNERGISTIC ANTIOXIDANT EFFECT, AND METHODS RELATING THERETO***, for which application for a Non-Provisional Patent of the United States was executed as of the dates written below by ASSIGNORS;

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, non-provisional, design, 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 is hereby acknowledged, ASSIGNORS by these presents do sell, assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, the full and exclusive right to the aforesaid application, to the invention and technology as described in the aforesaid application, and to all formal applications which may be filed based in whole or in part on said application, 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 authorize and request 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 in the perfecting of title thereto in ASSIGNEE.

EXECUTED as of the dates written below by ASSIGNORS:

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
Haiyan Ge	5256 E. Charleston Ave. Scottsdale, AZ 85254	<i>Haiyan Ge</i>	18 DEC 08

Witness:

Signature

DAVID BENSON
Print Name

Address:

1712 E. MALLORY ST.
MEAN, AZ 85205

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
Earl P. Seitz, Jr.	9753 E. Windrose Drive Scottsdale, AZ 85260	<i>Earl P. Seitz, Jr.</i>	1 DEC 08

Witness:

Signature

Nancy D. Rodgers
Print Name

Address:

2182 W. HAWKIN WAY
CHANDLER, AZ 85206

INVENTOR'S NAME	ADDRESS	SIGNATURE	DATE
Thomas Doering	7709 E. Via Montoya St. Scottsdale, AZ 85255	<i>T. Doering</i>	12-18-08

Witness:

Signature

DAVID BENSON
Print Name

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