

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Dial Corporation		03/31/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	High Ridge Brands Co.		
Street Address:	5 High Ridge Park		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06905		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	0834134	COAST	
Registration Number:	1007242	COAST	
CORRESPONDENCE DATA			
Fax Number:	2122776501		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(212)277-6500		
Email:	goodwillj@dicksteinshapiro.com		
Correspondent Name:	Clark W. Lackert		
Address Line 1:	Dickstein Shapiro LLP		
Address Line 2:	1633 Broadway		
Address Line 4:	New York, NEW YORK 10019-6708		
ATTORNEY DOCKET NUMBER:	H0352.0000		
NAME OF SUBMITTER:	Clark W. Lackert		
Signature:	/Clark W. Lackert/		

OP \$65.00 0834134

TRADEMARK

Date:

09/26/2012

Total Attachments: 11

source=TM Assignment - Dial to HRB#page1.tif
source=TM Assignment - Dial to HRB#page2.tif
source=TM Assignment - Dial to HRB#page3.tif
source=TM Assignment - Dial to HRB#page4.tif
source=TM Assignment - Dial to HRB#page5.tif
source=TM Assignment - Dial to HRB#page6.tif
source=TM Assignment - Dial to HRB#page7.tif
source=TM Assignment - Dial to HRB#page8.tif
source=TM Assignment - Dial to HRB#page9.tif
source=TM Assignment - Dial to HRB#page10.tif
source=TM Assignment - Dial to HRB#page11.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment, dated as of March 31, 2012, is by and between **The Dial Corporation**, a Delaware corporation ("Assignor") and **High Ridge Brands Co.**, a Delaware corporation ("Assignee").

RECITALS

A. Assignor and Assignee have entered into an Agreement of Purchase and Sale dated March 31, 2012 (the "Purchase Agreement"); and

B. Pursuant to the terms and conditions of the Purchase Agreement, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in the Trademarks listed in Schedule A attached hereto (the "Trademarks"), and Assignee has agreed to acquire all right, title, and interest in the Trademarks.


AGREEMENT


NOW, THEREFORE, in consideration of the mutual promises herein contained and other good and valuable consideration, the parties agree as follows:

Assignor does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademarks, together with the goodwill symbolized by said Trademarks and the applications and registrations thereof, as well as any rights Assignor may have acquired by virtue of its use of the Trademarks, including the right to legally pursue any past, present or future infringement or unauthorized use of said Trademarks, such Trademarks to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

IN WITNESS WHEREOF, Assignor and Assignee have executed or caused this Trademark Assignment to be duly executed on their respective behalf, by their respective officers thereunto duly authorized, all as of the day and year first above written.

ASSIGNOR:
THE DIAL CORPORATION

By: 
Name: BRAD GAZAWAY
Title: VP CORPORATE COUNSEL

By: 
Name: IAN PARISH
Title: SVP FINANCE & CONTROLLING

ASSIGNEE:
HIGH RIDGE BRANDS CO.

By: _____
Name: _____
Title: _____

TRADEMARK ASSIGNMENT

This Trademark Assignment, dated as of March 31, 2012, is by and between The Dial Corporation, a Delaware corporation ("Assignor") and High Ridge Brands Co., a Delaware corporation ("Assignee").

RECITALS

A. Assignor and Assignee have entered into an Agreement of Purchase and Sale dated March 31, 2012 (the "Purchase Agreement"); and

B. Pursuant to the terms and conditions of the Purchase Agreement, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in the Trademarks listed in Schedule A attached hereto (the "Trademarks"), and Assignee has agreed to acquire all right, title, and interest in the Trademarks.

AGREEMENT

NOW, THEREFORE, in consideration of the mutual promises herein contained and other good and valuable consideration, the parties agree as follows:

Assignor does hereby sell, assign and transfer to Assignee, and its successors and assigns, the entire right, title and interest in the Trademarks, together with the goodwill symbolized by said Trademarks and the applications and registrations thereof, as well as any rights Assignor may have acquired by virtue of its use of the Trademarks, including the right to legally pursue any past, present or future infringement or unauthorized use of said Trademarks, such Trademarks to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment and sale not been made.

IN WITNESS WHEREOF, Assignor and Assignee have executed or caused this Trademark Assignment to be duly executed on their respective behalf, by their respective officers thereunto duly authorized, all as of the day and year first above written:

ASSIGNOR:
THE DIAL CORPORATION

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

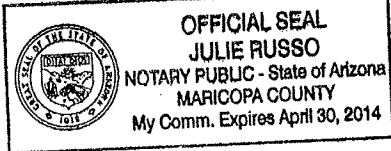
ASSIGNEE:
HIGH RIDGE BRANDS CO.

By: 
Name: **James A. Daniels**
Title: **President**

Corporate Acknowledgement – THE DIAL CORPORATION (Assignor)

STATE OF ARIZONA)
)ss.
COUNTY OF MARICOPA)

On this 31st day of March, 2012 before me, a notary public in and for said county, appeared Brian Casaway personally known to me to be the VP + Corporate Counsel of The Dial Corporation who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of The Dial Corporation.



Julie Russo
Notary Public

STATE OF ARIZONA)
)ss.
COUNTY OF MARICOPA)

On this 31st day of March, 2012 before me, a notary public in and for said county, appeared Van Parish personally known to me to be the SVP Finance + Controlling of The Dial Corporation who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of The Dial Corporation.



Julie Russo
Notary Public

Corporate Acknowledgement – HIGH RIDGE BRANDS CO. (Assignee)

STATE OF _____)
)ss.
COUNTY OF _____)

On this ____ day of _____, 2012 before me, a notary public in and for said county, appeared _____ personally known to me to be the _____ of High Ridge Brands Co. who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of High Ridge Brands Co.

Notary Public

Corporate Acknowledgement – THE DIAL CORPORATION (Assignor)

STATE OF ARIZONA)
)ss.
COUNTY OF MARICOPA)

On this ____ day of _____, 2012 before me, a notary public in and for said county, appeared _____ personally known to me to be the _____ of The Dial Corporation who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of The Dial Corporation.

Notary Public

STATE OF ARIZONA)
)ss.
COUNTY OF MARICOPA)

On this ____ day of _____, 2012 before me, a notary public in and for said county, appeared _____ personally known to me to be the _____ of The Dial Corporation who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of The Dial Corporation.

Notary Public

Corporate Acknowledgement – HIGH RIDGE BRANDS CO. (Assignee)

STATE OF CONNECTICUT)
)ss. **Stamford**
COUNTY OF FAIRFIELD)




On this **30th** day of **March**, 2012 before me, a notary public in and for said county, appeared **James A. Daniels** personally known to me to be the **President** of High Ridge Brands Co. who subscribed to the foregoing instrument and acknowledged that the execution of said instrument was a free and voluntary act on behalf and with full authority of High Ridge Brands Co.


Notary Public

JEAN M. JOHANSON
NOTARY PUBLIC
MY COMMISSION EXPIRES JAN. 31, 2014

SCHEDULE "A"

Trademarks Assigned by The Dial Corporation

	A	B	C	D	E	F	G	H	I	J	K	L
	Country	Main Brand	Trademark	TM Type	Device	Status	Appl. Date	Appl. No.	Reg. Date	Reg. No.	Renewal Date	Class
1	Aruba	COAST	COAST	Wordmark		Registered/Granted	9/29/1988	86092917	7/14/1989	13367	9/26/2018	03
2	Australia	COAST	COAST Label	Device		Registered/Granted	11/13/1975		11/13/1975	A292104	11/13/2016	03
3	Austria	COAST	COAST	Wordmark		Registered/Granted	7/22/1981	AM1752/81	12/4/1981	98376	12/31/2021	03
4	Bahrain	COAST	COAST	Wordmark		Registered/Granted	9/26/1983		9/26/1983	8127	9/26/2013	03
5	Benelux	COAST	COAST	Wordmark		Registered/Granted	7/17/1975	609598	7/17/1975	335585	7/17/2015	03
6	Brazil	COAST	COAST	Wordmark		Registered/Granted	8/21/1981		5/17/1983	810585583	5/17/2013	03
7	Brazil	COAST	COAST & DEVICE	Word/Device		Registered/Granted	5/31/1984		2/10/1987	811586022	2/10/2017	03
8	Cambodia	COAST	COAST	Wordmark		Registered/Granted	9/14/1993	3601	11/23/1993	3599	9/14/2013	03
9	Canada	COAST	BREAKAWAY	Wordmark		Registered/Granted	3/31/2006	1296392	3/10/2009	TMA736017	3/10/2024	03
10	Canada	COAST	COAST	Wordmark		Registered/Granted	11/20/1959	254029	5/6/1960	117943	5/6/2020	03
11	Canada	COAST	COAST	Wordmark		Registered/Granted	4/1/1974	373982	4/24/1975	206746	4/25/2020	03
12	Canada	COAST	COAST AND DEVICE	Word/Device		Registered/Granted	6/21/1978	426457	3/20/1981	257014	3/20/2026	03
13												

SCHEDULE "A"

Trademarks Assigned by The Dial Corporation

	A	B	C	D	E	F	G	H	I	J	K	L
	Canada	COAST	COAST	Wordmark		Registered/Granted	6/21/1978	426455	8/1/1980	248959	8/1/2025	03
14	Canada	COAST	EVASION	Wordmark		Registered/Granted	3/31/2006	1296396	4/17/2009	TMA738253	4/17/2024	03
15	Canada	COAST	LE REVEILLE-MATIN	Wordmark		Registered/Granted	2/11/2003	1167685	10/6/2004	621932	10/6/2019	03
16	Canada	COAST	THE EYE OPENER	Wordmark		Registered/Granted	1/29/2003	1166311	10/25/2004	623433	10/25/2019	03
17	Chile	COAST	COAST	Wordmark		Registered/Granted	3/4/2003	595551	8/19/2003	671166	8/19/2013	03
18	Colombia	COAST	COAST	Wordmark		Registered/Granted	4/7/1989	300721	6/4/1993	140970	6/4/2013	03
19	Costa Rica	COAST	COAST	Wordmark		Registered/Granted	8/13/1976		1/25/1977	51534	1/25/2017	03
20	Cuba	COAST	COAST	Wordmark		Registered/Granted	7/31/1997	108697	3/17/2000	128117	7/31/2017	03
21	Dominican Republic	COAST	COAST	Wordmark		Registered/Granted	7/25/1990		11/17/1990	49951	11/17/2020	03
22	Ecuador	COAST	COAST	Wordmark		Registered/Granted	6/8/2005	158112	10/13/2006	3869-06	10/13/2016	03
23												


SCHEDULE "A"

Trademarks Assigned by The Dial Corporation

	A	B	C	D	E	F	G	H	I	J	K	L
	Egypt	COAST	COAST & ARABIC	Wordmark		Registered/Granted	9/17/1979		4/26/1986	56305	9/16/2019	03
24	Egypt	COAST	COAST & ARABIC	Wordmark		Registered/Granted	7/20/1983		6/15/1986	52690	7/19/2013	03
25	El Salvador	COAST	COAST	Wordmark		Registered/Granted	4/9/1977	2073-97	10/31/1997	169Bk-62	10/31/2017	03
26	France	COAST	COAST	Wordmark		Registered/Granted	7/22/1975	195221	7/22/1975	1312964	6/17/2015	03
27	Germany	COAST	COAST	Wordmark		Registered/Granted	6/30/1981	P28394/3WZ	1/20/1982	1028046	6/30/2021	03
28	Greece	COAST	COAST	Wordmark		Registered/Granted	1/18/1975	55547	3/17/1977	55647	11/8/2015	03
29	Guatemala	COAST	COAST	Wordmark		Registered/Granted	9/26/1976		1/27/1977	31809	1/26/2017	03
30	Haiti	COAST	COAST	Wordmark		Registered/Granted	1/22/2008			24/151	6/11/2018	03
31	Honduras	COAST	COAST	Wordmark		Registered/Granted	8/30/1976		9/26/1985	45419	9/26/2015	03
32	Hong Kong	COAST	COAST	Wordmark		Registered/Granted	8/7/1998	10553/1998	8/7/1998	3610/2000	8/7/2015	03
33												

SCHEDULE "A"

Trademarks Assigned by The Dial Corporation

	A	B	C	D	E	F	G	H	I	J	K	L
	India	COAST	COAST	Wordmark		Registered/Granted	11/11/1986	462953	11/11/1986	462953	11/11/2013	03
34	Indonesia	COAST	COAST	Wordmark		Registered/Granted	1/12/1976		6/24/1977	392964	6/24/2017	03
35	Iran, Islamic Republic of	COAST	COAST	Wordmark		Registered/Granted	11/2/1975		11/2/1975	44660	11/2/2015	03
36	Ireland	COAST	COAST	Wordmark		Registered/Granted	10/30/1975		10/30/1975	87721	10/30/2016	03
37	Italy	COAST	COAST	Wordmark		Registered/Granted	7/29/1975	34485C/75	4/30/1980	719308	7/29/2015	03
38	Italy	COAST	COAST & DEVICE	Word/Device		Registered/Granted	6/13/1983	34192C/83	11/24/1986	457492	6/13/2013	03
39	Japan	COAST	COAST	Wordmark		Registered/Granted	3/30/1989	01-036562	10/30/1992	2466379	10/30/2012	03
40	Japan	COAST	COAST	Wordmark		Registered/Granted	8/13/1974	109757	5/9/1977	1267968	5/9/2017	03, 30
41	Japan	COAST	COAST (KATAKANA)	Wordmark		Registered/Granted	8/13/1974		12/22/1978	1365528	12/22/2018	04
42	Jordan	COAST	COAST & ARABIC	Wordmark		Registered/Granted	9/24/1979		9/24/1979	17268	9/24/2020	03
43												


SCHEDULE "A"

Trademarks Assigned by The Dial Corporation

	A	B	C	D	E	F	G	H	I	J	K	L
44	Kuwait	COAST	COAST	Wordmark		Registered/Granted	8/22/2001	51373	6/9/2002	39877	8/21/2021	03
	Laos	COAST	COAST	Wordmark		Registered/Granted	8/27/1993	2409	4/29/1994	1493	8/27/2015	03
45	Lebanon	COAST	COAST IN LATIN AND ARABIC CHARACTERS	Wordmark		Registered/Granted	12/5/1978		12/5/1978	119773 (old#6152B)	12/5/2023	03
46	Libya	COAST	COAST	Wordmark		Pending		8345			9/6/2016	03
47	Mexico	COAST	COAST	Wordmark		Registered/Granted	7/8/1993	172489	11/14/1994	479261	7/8/2013	03
48	Morocco	COAST	COAST (WORD) AND IN MOROCCAN	Wordmark		Registered/Granted	12/22/1975		12/22/1975	58165	12/5/2015	03
49	Nicaragua	COAST	COAST	Wordmark		Registered/Granted	10/7/1976		3/1/1977	6145CC	2/28/2017	03
50	Oman	COAST	COAST	Wordmark		Registered/Granted	10/1/1989	2835	7/3/1994	2835	10/1/2019	03
51	Panama	COAST	COAST	Wordmark		Registered/Granted	10/29/1976		9/5/1977	21654	9/5/2017	03
52	Philippines	COAST	COAST	Wordmark		Registered/Granted	5/18/1996	92722	1/9/1997	64014	1/9/2017	03
53												

SCHEDULE "A"

Trademarks Assigned by The Dial Corporation

	A	B	C	D	E	F	G	H	I	J	K	L
	Puerto Rico	COAST	COAST AND DEVICE	Device		Registered/Granted	12/2/1974		6/6/1975	19403	6/6/2015	03
54	Qatar	COAST	COAST & ARABIC	Wordmark		Registered/Granted	6/2/1981		9/22/1986	1507	6/2/2021	03
55	Saudi Arabia	COAST	COAST & ARABIC	Wordmark		Registered/Granted	3/11/1976		10/11/1977	60/99	12/29/2014	03
56	Singapore	COAST	COAST	Wordmark		Registered/Granted	11/13/1975		11/13/1975	66064	11/13/2016	03
57	South Africa	COAST	COAST	Wordmark		Registered/Granted	11/14/1984	84/10108	10/30/1985	84/10108	11/14/2014	03
58	South Korea	COAST	COAST	Wordmark		Registered/Granted	7/19/1993	93-25537	8/19/1994	40-296241	8/19/2014	03
59	South Korea	COAST	COAST & DEVICE	Word/Device		Registered/Granted	12/9/1989	89-30866	5/31/1991	40-214251	5/31/2021	03
60	South Korea	COAST	COAST IN KOREAN	Wordmark		Registered/Granted	12/9/1989	89-30867	5/31/1991	40-214252	5/31/2021	03
61	Spain	COAST	COAST	Wordmark		Registered/Granted	3/24/1982	1001318	12/1/1989	1001318	3/24/2012	03
62	Sri Lanka	COAST	COAST	Wordmark		Registered/Granted	3/30/1987	53202	3/30/1987	53202	3/30/2017	03
63												

SCHEDULE "A"

Trademarks Assigned by The Dial Corporation

	A	B	C	D	E	F	G	H	I	J	K	L
64	Switzerland	COAST	COAST	Wordmark		Registered/Granted	7/21/1981		7/21/1981	313589	7/21/2021	03
	Switzerland	COAST	COAST	Wordmark		Registered/Granted	11/20/1975		11/20/1975	P279826	11/20/2015	03
65	Switzerland	COAST	COAST & DEVICE	Device		Registered/Granted	8/10/1987		8/10/1987	357839	8/10/2017	03
66	Taiwan	COAST	COAST (IN CHINESE)	Wordmark		Registered/Granted	8/16/2002	91035526	5/16/2003	1042743	5/15/2013	03
67	United Arab Emirates	COAST	COAST	Wordmark		Registered/Granted	7/31/1993	1329	12/27/1994	776	7/31/2013	03
68	United States	COAST	COAST	Wordmark		Registered/Granted	3/20/1967	267092	8/22/1967	834134	8/22/2017	03
69	United States	COAST	COAST	Wordmark		Registered/Granted	3/28/1974	73017302	3/25/1975	1007242	3/25/2015	03
70	Venezuela	COAST	COAST	Wordmark		Registered/Granted	1/16/1974		8/20/1976	82.543F	8/20/2016	03
71	Viet Nam	COAST	COAST	Wordmark		Registered/Granted	4/7/1992	7274	4/7/1992	6526	4/7/2012	03
72	Viet Nam	COAST	LOSE THE COFFEE HIT THE COAST	Wordmark		Registered/Granted	8/6/2004	4-2004-07907	1/17/2006	69600	8/6/2014	03
73												