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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of United States Trademark Applications:

Applicant: Sundial Brands, LLC

Serial No.: 76/712694

Filed: October 22, 2012

Mark: SUNDIAL CREATIONS & Design

Applicant: Sundial Brands, LLC

Serial No.: 76/712693

Filed: October 22, 2012

Mark: SUNDIAL BRANDS & Design

Applicant: Sundial Brands, LLC

Serial No.: 76/712691

Filed: October 22, 2012

Mark: SUNDIAL & Design

Pure & Natural Company,
Opposer

vs.

Sundial Brands, LLC,
Applicant

Opposition No. _____

04-27-2015
U.S. Patent & TMOfc/TM Mail Rcpt Dt. #22

United States Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, Virginia 22313-1451

COMBINED NOTICE OF OPPOSITION

Sir:

Pure & Natural Company (hereafter "Pure & Natural"), of 7201 E. Henkel Way, Scottsdale, AZ 85255, believes that it will be damaged by registration of the marks shown in the above-referenced applications, which were published in the Official Gazette of December 23, 2014, and hereby opposes issuance of the registrations.

As grounds for opposition, Opposer alleges as follows:

1. Opposer and/or its predecessor and related companies have used the trademark DIAL in Commerce since at least as early as 1947 in association with body soaps, bath soaps, skin care products and related goods ("Opposer's Goods").

2. Since at least as early as November 10, 1947, Opposer and/or its predecessor and related companies have engaged in the manufacture and distribution of bath soaps, body soaps, body wash, skin care products and related products in Commerce in conjunction with the DIAL trademark, and the DIAL trademark has been in continuous use by Opposer and/or its predecessor and related companies since that time.

3. Since 1947, Pure & Natural's DIAL trademark has been used in connection with hundreds of products, both as product names and on product packaging as a house mark. Products bearing the DIAL mark are sold throughout the United States in a wide variety of

outlets, including grocery stores, drug stores, and major retailers. Since beginning with bath and bar soaps in 1947, the DIAL brand has grown to encompass liquid hand soap, body washes, personal care products and other related products. As a result of Pure & Natural's extensive use and promotion of the DIAL mark, the DIAL mark has become famous.

4. Opposer is the owner of 23 United States Trademark Registrations and two pending applications for the DIAL mark. Specifically, Opposer owns the following registrations and allowed application:

REG. NO.	MARK	FILING DATE	DATE ISSUED	GOODS	FIRST USE DATE
0549768		March 23, 1948	Oct. 23, 1951	Bath and toilet soap in IC 003	Nov. 10, 1947
0690673	Dial	March 30, 1950	Dec. 29, 1959	Bath and toilet soap in IC 003	Nov. 10, 1947
0731288	Dial	July 27, 1961	May 8, 1962	Germicidal Liquid Soap in IC 003	October 31, 1953
0834877	Dial	July 13, 1966	Sept. 5, 1967	Personal deodorants and anti-perspirants in IC 003	June 7, 1966
1668184	Aren't You Glad You Use Dial?	Jan. 31, 1991	Dec. 17, 1991	Bath and toilet soap in IC 003	Dec. 31, 1953
1919168		June 27, 1994	Sept. 19, 1995	Personal care products, namely bath and toilet soap, liquid soap,	Dec. 1, 1993

				deodorant soap, shower and bath gel, all the foregoing with and without moisturizing properties in IC 003	
2067901	Dial	Oct. 16, 1995	June 3, 1997	All purpose cleaning preparations in IC 003; All purpose cleaning preparations with disinfecting and deodorizing properties in IC 005	Feb. 1, 1996
2242161		Feb. 17, 1998	April 27, 1999	Cosmetic and toiletry preparations, namely, bath and toilet soap in bar, liquid wash forms, skin cleansers, bath and shower gels, body wash, all the foregoing with and without moisturizing properties, and instant hand cleanser in IC 003; instant hand sanitizing preparation with antibacterial properties in IC 005	March 1, 1998
2260711	Dial	Feb. 27, 1998	July 13, 1999	Instant hand sanitizing preparation with antibacterial properties in IC	Feb. 17, 1998

				003	
2267264		July 21, 1998	Aug. 3, 1999	Personal care products, namely, bath and toilet soap in bar, liquid, wash, laundry detergents in IC 003; Air fresheners in IC 005	March 1, 1997
3488550	Dial	March 5, 2008	Aug. 19, 2008	Hair shampoo, hair conditioners, body wash in IC 003	Jan. 31, 1987
2494819		May 17, 1999	Oct. 1, 2001	Personal care products, namely, skin and body care products in the nature of bath and toilet soap in liquid form with moisturizing properties in IC 003	Sept. 31, 1999
2362036	Dial Antibacterial	June 14, 1999	June 27, 2000	Bath soap in IC 003; Instant hand sanitizing preparation with antibacterial properties in IC 005	March 1, 1998
2521684		Oct. 26, 1999	Dec. 25, 2001	Personal care products, namely toilet soap, hand and body lotion, moisturizing lotion, hair care products, namely hair shampoo, hair conditioner in IC 003	Oct. 31, 1999
2506978	Dial Complete	Feb. 20, 2001	Nov. 13, 2001	Anti-bacterial soap in IC 003	Jan. 22, 2001

3794411	Dial Nutriskin with Fruit Oil	Feb. 19, 2009	May 25, 2010	Bar Soap, bath soaps, body washes, liquid soap in IC 003	Dec. 29, 2009
3857983		July 28, 2009	Oct. 5, 2010	Bath soaps, body washes, hair shampoo, liquid soaps in IC 003	Dec. 21, 2009
4007067	Dial Nutriskin	July 20, 2009	Aug. 2, 2011	Bar soap, bath soaps, body washes, hand soaps, liquid soaps, skin lotions, soaps for personal use in IC 003	Jan. 12, 2010
3187473		June 20, 2006	Dec. 19, 2006	Personal care products, namely, liquid soap; body wash; foaming face, body, and hand soap; hand, facial and body lotion; antiperspirants; deodorants for personal use; hair shampoo and hair conditioner in IC 003. Antibacterial and anti-microbial soap; antibacterial alcohol skin sanitizer gels, lotions, and creams for the hands; anti-microbial	May 15, 2005

				handwash; disinfecting handwash in IC 005	
4046669	Dial	Sept. 13, 2010	Oct. 25, 2011	Body lotions, facial lotion, hand lotions, skin lotions in IC 003	Dec. 14, 2010
4012687	Dial	April 7, 2011	Aug. 16, 2011	Dispensers for liquid soap, soap dispensers in IC 021	Oct. 1, 1997
4451540		July 17, 2013	Dec. 17, 2013	Bar soap, bath soaps, body lotions, body wash, liquid soaps, waterless soap in IC 003	April 12, 2004
4679568		July 17, 2013	Jan. 27, 2015	Body wash, liquid soaps in IC 003	Dec. 29, 2013
Appl. Serial No. 86013657		July 18, 2013	Allowed Dec. 3, 2013	Bar soap, bath soaps, body lotions, body wash, liquid soaps, waterless soap in IC 003	

A copy of the TSDR database records for the above Registrations, as well as the Assignment records where appropriate, are attached hereto as Exhibits A – X.

5. All of the above Registrations are valid. In addition, Registration Numbers 0549768, 0690673, 0731288, 0834877, 1668184, 1919168, 2067901, 2242161, 2260711, 2267264, 2494819, 2362036, 2521684, 2506978, 3488550, and 3187473 are incontestable.

6. Opposer has invested considerable effort and resources in advertising and promoting its trademark DIAL and the goods sold under the mark, with the result that the relevant purchasing public has come to know, rely upon, and recognize the goods of Opposer by that mark. Opposer has established valuable goodwill in its trademark DIAL and the mark has become well known and famous to the relevant purchasing public.

7. Upon information and belief, Applicant is a New York limited liability corporation, with an address of 11 Ranick Drive South, Amnityville, NY 11701.

8. On October 22, 2012, Applicant filed Application Serial No. 76/712694 for the mark SUNDIAL CREATIONS & DESIGN under Section 1(b), Application Serial No. 76/712693 for the mark SUNDIAL BRANDS & DESIGN under Section 1(a), and Application Serial No. 76/712691 for the mark SUNDIAL & DESIGN under Section 1(a) (the "SUNDIAL Marks"), all three for "Skin soaps, skin lotions, skin creams, body washes, facial washes, body mists, shampoos, conditioners, hair rinses, after-shaves, bath gels, shower gels, hair sprays, hair gels, lip-balms, skin scrubs, skin toners, skin cleaners, skin peels, make up and make up remover" in International Class 003 ("Applicant's Goods"). Applicant claims a first use date of January 1, 1993 for Application Serial No. 76/712691 and a first use date of January 1, 2011 for Application Serial No. 76/712693.

9. Application Serial Nos. 76/712694, 76/712693, and 76/712691 were published for opposition in the USPTO Official Gazette of December 23, 2014. Opposer filed for and received extensions of time to file a Notice of Opposition until April 22, 2015 for each of the applications. This Combined Notice of Opposition is thus timely.

10. The SUNDIAL marks all share the prominent word "Sundial" and the three applications all cover the same goods. As a result, the same issues are raised by each application and Opposer's claims against each of the opposed applications involve common questions of law and fact. Accordingly, this combined opposition is appropriate.

11. There is no issue as to priority. Opposer has priority based on its use and registration of the mark DIAL in the United States. Opposer and its predecessors in interest and/or related companies used and registered the DIAL trademark and the mark became famous before the Applicant's application date for Application Serial No. 76/712694, and before the first use dates claimed in Application Serial Nos. 76/712693 and 76/712691.

Count I – Likelihood of Confusion

12. Applicant's proposed SUNDIAL Marks are all visually and phonetically highly similar to Opposer's mark DIAL, and Applicant's SUNDIAL Marks create a commercial impression which is virtually identical to that of Opposer's mark.

13. The goods identified in the applications for the SUNDIAL Marks are identical to and highly similar to the goods with which Opposer's mark DIAL is used and for which it

is registered, and Applicant's Goods may be offered for sale to the same customers and through the same channels of trade.

14. Applicant's proposed SUNDIAL Marks so resemble Opposer's trademark DIAL as to be likely, when applied to Applicant's Goods, to cause confusion or to cause mistake or to deceive within the meaning of 15 U.S.C. §1052(d), in view of Opposer's prior use, ownership and registration of its trademark DIAL.

15. Registration should therefore be refused under 15 U.S.C. §1052(d).

16. Registration of Applicant's proposed marks on the Principal Register would be inconsistent with Opposer's rights under the aforementioned Registrations, and its common-law rights, and would be damaging to Opposer.

Count II – Dilution

17. Pure & Natural's DIAL mark is famous, as that term is used in 15 U.S.C. §1125(c), and was famous before Applicant's application and first use dates for the SUNDIAL Marks, based on, among other things, the federal registrations of DIAL which precede Applicant's constructive first use date and actual first use dates of its SUNDIAL Marks, and acquired distinctiveness through the extensive nationwide use, advertising, promotion and recognition of the DIAL mark long before Applicant's constructive first use date and actual first use dates of its SUNDIAL Marks.

18. Applicant's registration of the SUNDIAL Marks is likely to dilute the distinctive quality of Pure & Natural's famous DIAL mark.

19. Registration should therefore be refused under 15 U.S.C. § 1125(c).

20. Registration of Applicant's proposed mark on the Principal Register would be inconsistent with Opposer's rights under the aforementioned registrations, and its common-law rights, and would be damaging to Opposer.

WHEREFORE, Opposer prays that its opposition be sustained and that the registrations sought by Applicant be refused.

Respectfully submitted,

By: Susan F Evans

Susan F. Evans
Attorney for Opposer
Pure & Natural Company
% The Dial Corporation
7201 E. Henkel Way
Scottsdale, AZ 85255

Dated: 4/21/2015

Certificate of Mailing
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First-Class mail in an envelope addressed to:
Attn: Trademark Trial and Appeal Board
Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

on 4/21/2015 Lori Anderson
Date Signature

Lori Anderson
Typed or printed name of person signing certificate

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and correct copy of the foregoing Notice of Opposition was served on:

EMIL E. BRACA

Delarosa & Associates

300 E 77TH ST APT 24C

NEW YORK, NY 10075-2491

by first class mail, postage prepaid, this 21st day of April, 2015.

Lori Anderson

Lori Anderson

EXHIBIT A

STATUS DOCUMENTS | Back to Search | Print

Generated on: This page was generated by TSDR on 2015-04-20 15:47:32 EDT

Mark: DIAL

US Serial Number: 71552739

Application Filing Date: Mar. 23, 1948

US Registration Number: 549768

Registration Date: Oct. 23, 1951

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Nov. 18, 2011

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: BATH AND TOILET SOAP

International Class(es): 003

U.S Class(es): 052 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 10, 1947 **Use in Commerce:** Nov. 10, 1947

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: RICHARD G. HARRER

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
Henkel of America, Inc.
19001 N. Scottsdale Road

Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654

Correspondent e-mail: trademarks@us.henkel.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 18, 2011	REGISTERED AND RENEWED (FOURTH RENEWAL - 10 YRS)	70131
Nov. 18, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70131
Nov. 17, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Oct. 13, 2011	TEAS SECTION 8 & 9 RECEIVED	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 10, 2008	CASE FILE IN TICRS	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 19, 2002	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	
Apr. 19, 2002	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Feb. 15, 2002	RESPONSE RECEIVED TO POST REG. ACTION - SEC. 8 & 15	
Jan. 10, 2002	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	
Oct. 23, 2001	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Oct. 24, 1991	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Sep. 09, 1991	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Oct. 23, 1971	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Oct. 23, 2011

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE **Date in Location:** Nov. 18, 2011

Assignment Abstract Of Title Information - Click to Load

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EXHIBIT B

STATUS DOCUMENTS | Back to Search | Print

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Mark: DIAL

DIAL

US Serial Number: 72070421

Application Filing Date: Mar. 30, 1959

US Registration Number: 690673

Registration Date: Dec. 29, 1959

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Sep. 10, 2009

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 0549768, 0569974, 0572002

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and

- Asterisks *..* identify additional (new) wording in the goods/services.

For: BATH AND TOILET SOAP

International Class(es): 003

U.S Class(es): 052 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 10, 1947

Use in Commerce: Nov. 10, 1947

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman

Docket Number: pc-dial

Attorney Primary Email Address: trademarks@us.henkel.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: A. Kate Huffman
Henkel of America, Inc.
19001 N. Scottsdale Road
MS 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654 **Fax:** (480) 754-3789

Correspondent e-mail: trademarks@us.henkel.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 10, 2009	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	68973
Sep. 10, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Aug. 04, 2009	ASSIGNED TO PARALEGAL	68973
Jul. 31, 2009	TEAS SECTION 8 & 9 RECEIVED	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 20, 2008	CASE FILE IN TICRS	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 09, 1999	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Jul. 12, 1999	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Dec. 29, 1979	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Dec. 29, 2009

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION **Date in Location:** Sep. 10, 2009

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

EXHIBIT C

STATUS DOCUMENTS | Back to Search | Print

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Mark: DIAL

No Image exists for this case.

US Serial Number: 72124792

Application Filing Date: Jul. 27, 1961

US Registration Number: 731288

Registration Date: May 08, 1962

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Feb. 15, 2002

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 00690674, 0549768 and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Germicidal Liquid Soap

International Class(es): 003

U.S Class(es): 052 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 1953

Use in Commerce: Oct. 1953

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: RICHARD G. HARRER

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
Henkel of America, Inc.
19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 31, 2008	CASE FILE IN TICRS	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 15, 2002	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Feb. 15, 2002	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Dec. 13, 2001	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Oct. 25, 1984	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
May 08, 1982	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: May 08, 2002

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND **Date in Location:** Oct. 31, 2008

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

EXHIBIT D

STATUS DOCUMENTS | Back to Search | Print

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Mark: DIAL

No Image exists for this case.

US Serial Number: 72250126

Application Filing Date: Jul. 13, 1966

US Registration Number: 834877

Registration Date: Sep. 05, 1967

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Aug. 31, 2007

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 0819628

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: PERSONAL DEODORANTS AND ANTIPERSPIRANTS

International Class(es): 003

U.S Class(es): 051 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 07, 1966

Use in Commerce: Jun. 07, 1966

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman

Docket Number: 2225-3

Attorney Primary Email Address: lisa.wolters@us.henkel.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
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19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 06, 2009	CASE FILE IN TICRS	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Aug. 31, 2007	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	60234
Aug. 31, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Aug. 21, 2007	ASSIGNED TO PARALEGAL	60234
Aug. 06, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Aug. 06, 2007	TEAS SECTION 8 & 9 RECEIVED	

Sep. 05, 1987	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)
Jul. 20, 1987	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8
Jul. 20, 1987	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Sep. 05, 2007

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND **Date in Location:** Feb. 06, 2009

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

EXHIBIT E

STATUS DOCUMENTS | Back to Search | Print

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Mark: AREN'T YOU GLAD YOU USE DIAL?

No Image exists for this case.

US Serial Number: 74134986

Application Filing Date: Jan. 31, 1991

US Registration Number: 1668184

Registration Date: Dec. 17, 1991

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Nov. 14, 2011

Publication Date: Sep. 24, 1991

Mark Information

Mark Literal Elements: AREN'T YOU GLAD YOU USE DIAL?

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 0549768, 0690673, 0690674, 0731288, 0834877, 1075787 and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: bath and toilet bar soap

International Class(es): 003 - Primary Class **U.S Class(es):** 051

Class Status: ACTIVE

Basis: 1(a)

First Use: 1953 **Use in Commerce:** 1953

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman
Docket Number: pc - aren't
Attorney Primary Email Address: trademarks@us.henkel.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: A. Kate Huffman
HENKEL OF AMERICA, INC.
19001 North Scottsdale Road
MS 04.50
SCOTTSDALE, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654
Fax: 480.754.3789
Correspondent e-mail: trademarks@us.henkel.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 14, 2011	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	70132
Nov. 14, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70132
Nov. 01, 2011	TEAS SECTION 8 & 9 RECEIVED	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	

Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 07, 2007	CASE FILE IN TICRS	
Jan. 22, 2002	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Jan. 22, 2002	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 02, 2001	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Apr. 29, 1997	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Mar. 21, 1997	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Dec. 17, 1991	REGISTERED-PRINCIPAL REGISTER	
Sep. 24, 1991	PUBLISHED FOR OPPOSITION	
Aug. 23, 1991	NOTICE OF PUBLICATION	
May 15, 1991	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 02, 1991	EXAMINER'S AMENDMENT MAILED	
Apr. 30, 1991	ASSIGNED TO EXAMINER	69225
Apr. 23, 1991	ASSIGNED TO EXAMINER	69196

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Dec. 17, 2011

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE **Date in Location:** Nov. 14, 2011

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EXHIBIT F

STATUS DOCUMENTS | Back to Search | Print

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Mark: DIAL

US Serial Number: 74542776

Application Filing Date: Jun. 27, 1994

US Registration Number: 1919168

Registration Date: Sep. 19, 1995

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Mar. 16, 2006

Publication Date: Jun. 27, 1995

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 01.15.13 - Waves, single; Ripple (single wave)

Related Properties Information

Claimed Ownership of US Registrations: 0731288, 1075787, 1691108, 1693925 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: personal care products, namely bath and toilet soap, liquid soap, deodorant soap, shower and bath gel, all the foregoing with and without moisturizing properties

International Class(es): 003 - Primary Class

U.S Class(es): 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 01, 1993

Use in Commerce: Dec. 01, 1993

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

ARIZONA

State or Country Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. KATE HUFFMAN

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
Henkel of America, Inc.
19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 23, 2009	CASE FILE IN TICRS	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 16, 2006	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	64591
Mar. 16, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 16, 2006	ASSIGNED TO PARALEGAL	64591

Sep. 16, 2005	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Sep. 16, 2005	TEAS SECTION 8 & 9 RECEIVED	
Jan. 13, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 25, 2000	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 19, 1995	REGISTERED-PRINCIPAL REGISTER	
Jun. 27, 1995	PUBLISHED FOR OPPOSITION	
May 26, 1995	NOTICE OF PUBLICATION	
Feb. 08, 1995	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 26, 1995	EXAMINER'S AMENDMENT MAILED	
Dec. 14, 1994	ASSIGNED TO EXAMINER	67431
Dec. 06, 1994	ASSIGNED TO EXAMINER	59959

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Sep. 19, 2005

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND **Date in Location:** Feb. 23, 2009

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EXHIBIT G

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Mark: DIAL

No Image exists for this case.

US Serial Number: 75006454

Application Filing Date: Oct. 16, 1995

US Registration Number: 2067901

Registration Date: Jun. 03, 1997

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Jun. 09, 2007

Publication Date: Jul. 16, 1996

Notice of Allowance Date: Oct. 08, 1996

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: all purpose cleaning preparations

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 1996

Use in Commerce: Feb. 01, 1996

For: all purpose cleaning preparations with disinfecting and deodorizing properties

International Class(es): 005 - Primary Class

U.S Class(es): 006, 018, 044, 046, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 01, 1996

Use in Commerce: Feb. 01, 1996

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman and Frank T. Barber
Docket Number: 717-332

Attorney Primary Email Address: wolters@dialcorp.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
Henkel of America, Inc.
19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654

Correspondent e-mail: trademarks@us.henkel.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 09, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76533
Jun. 09, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 09, 2007	ASSIGNED TO PARALEGAL	76533
May 08, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	

May 08, 2007	TEAS SECTION 8 & 9 RECEIVED	
Dec. 07, 2006	CASE FILE IN TICRS	
Feb. 06, 2003	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Nov. 04, 2002	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Nov. 04, 2002	PAPER RECEIVED	
Jun. 03, 1997	REGISTERED-PRINCIPAL REGISTER	
Mar. 31, 1997	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 21, 1997	STATEMENT OF USE PROCESSING COMPLETE	
Feb. 18, 1997	USE AMENDMENT FILED	
Oct. 08, 1996	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 16, 1996	PUBLISHED FOR OPPOSITION	
Jun. 14, 1996	NOTICE OF PUBLICATION	
Mar. 18, 1996	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 09, 1996	ASSIGNED TO EXAMINER	69566

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jun. 03, 2007

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION **Date in Location:** Jun. 09, 2007

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EXHIBIT H

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Mark: DIAL

US Serial Number: 75434697

Application Filing Date: Feb. 17, 1998

US Registration Number: 2242161

Registration Date: Apr. 27, 1999

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Mar. 24, 2009

Publication Date: Oct. 06, 1998

Notice of Allowance Date: Dec. 29, 1998

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Related Properties Information

Claimed Ownership of US Registrations: 0731288, 1691108 and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: cosmetic and toiletry preparations, namely, bath and toilet soap in bar, liquid wash [and powder] forms, [facial cleansers in creme and gel form,] skin cleansers, [body lotions and body cremes,] bath and shower gels, body wash, [body mists,] all the foregoing with and without moisturizing properties, and instant hand cleanser

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1998

Use in Commerce: Mar. 01, 1998

For: instant hand sanitizing preparation with antibacterial properties

International Class(es): 005 - Primary Class

U.S Class(es): 006, 018, 044, 046, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1998

Use in Commerce: Mar. 01, 1998

Basis Information (Case Level)

Filed Use: No	**Currently Use:** Yes	**Amended Use:** No
Filed ITU: Yes	**Currently ITU:** No	**Amended ITU:** No
Filed 44D: No	**Currently 44D:** No	**Amended 44D:** No
Filed 44E: No	**Currently 44E:** No	**Amended 44E:** No
Filed 66A: No	**Currently 66A:** No	
Filed No Basis: No	**Currently No Basis:** No	

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman

Docket Number: 717-356

Attorney Primary Email Address: trademarks@us.henkel.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: A. Kate Huffman
Henkel of America, Inc.
19001 N. Scottsdale Road
MS 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654

Fax: 480-754-3789

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 24, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67603
Mar. 24, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 05, 2009	ASSIGNED TO PARALEGAL	67603

Mar. 03, 2009	TEAS SECTION 8 & 9 RECEIVED	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 22, 2005	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Apr. 22, 2005	ASSIGNED TO PARALEGAL	59807
Mar. 22, 2005	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Mar. 22, 2005	TEAS SECTION 8 & 15 RECEIVED	
Apr. 27, 1999	REGISTERED-PRINCIPAL REGISTER	
Mar. 09, 1999	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 02, 1999	ASSIGNED TO EXAMINER	74676
Feb. 22, 1999	STATEMENT OF USE PROCESSING COMPLETE	
Feb. 04, 1999	USE AMENDMENT FILED	
Dec. 29, 1998	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 06, 1998	PUBLISHED FOR OPPOSITION	
Sep. 04, 1998	NOTICE OF PUBLICATION	
Jul. 23, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 17, 1998	EXAMINER'S AMENDMENT MAILED	
Jun. 05, 1998	NON-FINAL ACTION MAILED	
Jun. 02, 1998	ASSIGNED TO EXAMINER	74676

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Apr. 27, 2009

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION **Date in Location:** Mar. 24, 2009

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EXHIBIT I

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Mark: DIAL

DIAL

US Serial Number: 75441605

Application Filing Date: Feb. 27, 1998

US Registration Number: 2260711

Registration Date: Jul. 13, 1999

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Feb. 22, 2009

Publication Date: Apr. 20, 1999

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 0731288, 1691108 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: instant hand sanitizing preparation with antibacterial properties

International Class(es): 005 - Primary Class

U.S Class(es): 006, 018, 044, 046, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 17, 1998

Use in Commerce: Feb. 17, 1998

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. KATE HUFFMAN

Docket Number: 717-355

Attorney Primary Email Address: trademarks@us.henkel.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
Henkel of America, Inc.
Legal Dept., MS 04.50
19001 N. Scottsdale Road
Scottsdale, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654

Fax: 480-754-3789

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 22, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68335
Feb. 22, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Feb. 17, 2009	ASSIGNED TO PARALEGAL	68335
Feb. 12, 2009	TEAS SECTION 8 & 9 RECEIVED	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	

Jul. 06, 2007	CASE FILE IN TICRS	
Jan. 14, 2005	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 27, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 27, 2004	PAPER RECEIVED	
Jul. 13, 1999	REGISTERED-PRINCIPAL REGISTER	
Apr. 20, 1999	PUBLISHED FOR OPPOSITION	
Mar. 19, 1999	NOTICE OF PUBLICATION	
Jan. 28, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 16, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 05, 1998	NON-FINAL ACTION MAILED	
Jun. 02, 1998	ASSIGNED TO EXAMINER	74676

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jul. 13, 2009

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION **Date in Location:** Feb. 22, 2009

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EXHIBIT J

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Mark: DIAL

US Serial Number: 75522780

Application Filing Date: Jul. 21, 1998

US Registration Number: 2267264

Registration Date: Aug. 03, 1999

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Aug. 07, 2009

Publication Date: May 11, 1999

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 26.01.05 - Circles made of broken or dotted lines

Related Properties Information

0731288, **2130791** and others

Claimed Ownership of US Registrations:

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Personal care products, namely, bath and toilet soap in [all forms, namely,], bar, liquid, wash, [powder;] laundry detergents

International Class(es): 003 - Primary Class **U.S Class(es):** 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1997 **Use in Commerce:** Mar. 01, 1997

For: [Candles]

International Class(es): 004 - Primary Class **U.S Class(es):** 001, 006, 015

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Mar. 01, 1997 **Use in Commerce:** Mar. 01, 1997

For: Air fresheners

International Class(es): 005 - Primary Class **U.S Class(es):** 006, 018, 044, 046, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1997 **Use in Commerce:** Mar. 01, 1997

For: [Canned foods, namely, chili]

International Class(es): 029 - Primary Class **U.S Class(es):** 046

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Mar. 01, 1997 **Use in Commerce:** Mar. 01, 1997

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. KATE HUFFMAN **Docket Number:** 717-364

Attorney Primary Email Address: trademarks@us.henkel.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
Henkel of America, Inc.
Legal Dept., M.S. 04.50
19001 N. Scottsdale Road
Scottsdale, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654 **Fax:** 480-754-3789

Correspondent e-mail: trademarks@us.henkel.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 07, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59807
Aug. 07, 2009	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	59807
Aug. 07, 2009	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	59807
Jul. 14, 2009	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jul. 24, 2009	ASSIGNED TO PARALEGAL	59807
Jul. 14, 2009	TEAS SECTION 8 & 9 RECEIVED	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Sep. 01, 2006	CASE FILE IN TICRS	
Nov. 04, 2005	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	61619
Nov. 03, 2005	ASSIGNED TO PARALEGAL	61619
Jul. 12, 2005	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jul. 12, 2005	TEAS SECTION 8 & 15 RECEIVED	

Aug. 03, 1999	REGISTERED-PRINCIPAL REGISTER	
May 11, 1999	PUBLISHED FOR OPPOSITION	
Apr. 09, 1999	NOTICE OF PUBLICATION	
Feb. 08, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 03, 1999	EXAMINER'S AMENDMENT MAILED	
Dec. 14, 1998	NON-FINAL ACTION MAILED	
Dec. 11, 1998	ASSIGNED TO EXAMINER	69566

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Aug. 03, 2009

Change in Registration: Yes

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION **Date in Location:** Aug. 07, 2009

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EXHIBIT K

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Mark: DIAL

DIAL

US Serial Number: 77414208

Application Filing Date: Mar. 05, 2008

US Registration Number: 3488550

Registration Date: Aug. 19, 2008

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Aug. 04, 2014

Publication Date: Jun. 03, 2008

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 0690673, 0731288, 0834877 and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: HAIR SHAMPOOS; HAIR CONDITIONERS; BODY WASH

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 31, 1987

Use in Commerce: Jan. 31, 1987

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Pure & Natural Company

Owner Address: MS 01.45
7201 E. Henkel Way
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. KATE HUFFMAN
Docket Number: 717.257
Attorney Primary Email Address: TRADEMARKS@US.HENKEL.COM
Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
Henkel Corporation
7201 E. Henkel Way
MS 01.45
Scottsdale, ARIZONA 85255
UNITED STATES

Phone: 480.754.2654
Fax: 480.754.6387
Correspondent e-mail: trademarks@henkel.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 04, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Aug. 04, 2014	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	75461
Aug. 02, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Jul. 16, 2014	TEAS SECTION 8 & 15 RECEIVED	
Jul. 16, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 19, 2008	REGISTERED-PRINCIPAL REGISTER	
Jul. 02, 2008	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Jun. 03, 2008	PUBLISHED FOR OPPOSITION	
May 14, 2008	NOTICE OF PUBLICATION	

Apr. 25, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	67287
Apr. 25, 2008	ASSIGNED TO LIE	67287
Apr. 23, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 23, 2008	ASSIGNED TO EXAMINER	63030
Mar. 10, 2008	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 101 **Date in Location:** Aug. 04, 2014

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Mark: PROFESSIONAL SERIES DIAL

US Serial Number: 75707162

Application Filing Date: May 17, 1999

US Registration Number: 2494819

Registration Date: Oct. 02, 2001

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Sep. 15, 2011

Publication Date: Jun. 13, 2000

Notice of Allowance Date: Sep. 05, 2000

Mark Information

Mark Literal Elements: PROFESSIONAL SERIES DIAL

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Disclaimer: "PROFESSIONAL SERIES"

Design Search Code(s): 26.01.03 - Circles, incomplete (more than semi-circles); Incomplete circles (more than semi-circles)
26.01.05 - Circles made of broken or dotted lines
26.01.21 - Circles that are totally or partially shaded.
26.05.21 - Triangles that are completely or partially shaded
26.05.25 - Triangles with one or more curved sides

Related Properties Information

Claimed Ownership of US Registrations: 2242161, 2260711, 2267264 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Personal care products, namely, skin and body care products in the nature of bath and toilet soap in [all forms, including bar,] liquid form [, wash, gel and powder, all the foregoing] with [and without] moisturizing properties; [hair care preparations;, namely, hair shampoo, hair conditioner, gel, spritzer, mousse, hair spray, all the foregoing with or without moisturizing properties; hand and body lotions]

International Class(es): 003 - Primary Class **U.S Class(es):** 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 1999 **Use in Commerce:** Sep. 1999

For: [air fresheners]

International Class(es): 005 - Primary Class **U.S Class(es):** 006, 018, 044, 046, 051, 052

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Jan. 2000 **Use in Commerce:** Jan. 2000

For: [soap dispensers]

International Class(es): 021 - Primary Class **U.S Class(es):** 002, 013, 023, 029, 030, 033, 040, 050

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Jan. 2000 **Use in Commerce:** Jan. 2000

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman

Docket Number: 717-367

Attorney Primary Email Address: wolters@dialcorp.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
Henkel of America, Inc.
19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255

UNITED STATES

Phone: 480-754-2654

Correspondent e-mail: trademarks@us.henkel.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 15, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	71378
Sep. 15, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	71378
Sep. 13, 2011	TEAS SECTION 8 & 9 RECEIVED	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jun. 05, 2007	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Jun. 05, 2007	ASSIGNED TO PARALEGAL	71378
May 09, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
May 09, 2007	TEAS SECTION 8 & 15 RECEIVED	
Jan. 30, 2007	CASE FILE IN TICRS	
Oct. 02, 2001	REGISTERED-PRINCIPAL REGISTER	
Aug. 10, 2001	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 08, 2001	STATEMENT OF USE PROCESSING COMPLETE	
Jun. 22, 2001	USE AMENDMENT FILED	
Jun. 13, 2001	EXTENSION 1 GRANTED	
Mar. 05, 2001	EXTENSION 1 FILED	

Sep. 05, 2000	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 13, 2000	PUBLISHED FOR OPPOSITION	
May 12, 2000	NOTICE OF PUBLICATION	
Apr. 12, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 14, 2000	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Dec. 01, 1999	NON-FINAL ACTION MAILED	
Nov. 30, 1999	ASSIGNED TO EXAMINER	69566
Nov. 22, 1999	ASSIGNED TO EXAMINER	73360

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Oct. 02, 2011

Change in Registration: Yes

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE **Date in Location:** Sep. 15, 2011

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Mark: DIAL ANTIBACTERIAL

DIAL ANTIBACTERIAL

US Serial Number: 75728261

Application Filing Date: Jun. 14, 1999

US Registration Number: 2362036

Registration Date: Jun. 27, 2000

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Jun. 14, 2010

Publication Date: Apr. 04, 2000

Mark Information

Mark Literal Elements: DIAL ANTIBACTERIAL

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Disclaimer: "ANTIBACTERIAL"

Related Properties Information

Claimed Ownership of US Registrations: 2242161, 2260711, 2267264

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: [Cosmetic and toiletry preparations, namely,] [bath and toilet soap in] bar, liquid wash and [powder forms, facial cleansers in creme and gel form,] [skin cleansers, body lotions and body cremes, bath and shower gels, body wash,] [body mists,] [all the foregoing with and without moisturizing properties, and instant hand cleanser]

International Class(es): 003 - Primary Class **U.S Class(es):** 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1998 **Use in Commerce:** Mar. 01, 1998

For: Instant hand sanitizing preparation with antibacterial properties

International Class(es): 005 - Primary Class **U.S Class(es):** 006, 018, 044, 046, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1998 **Use in Commerce:** Mar. 01, 1998

Basis Information (Case Level)

Filed Use: Yes	**Currently Use:** Yes	**Amended Use:** No
Filed ITU: No	**Currently ITU:** No	**Amended ITU:** No
Filed 44D: No	**Currently 44D:** No	**Amended 44D:** No
Filed 44E: No	**Currently 44E:** No	**Amended 44E:** No
Filed 66A: No	**Currently 66A:** No	
Filed No Basis: No	**Currently No Basis:** No	

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. KATE HUFFMAN

Docket Number: pc - dial an

Attorney Primary Email Address: trademarks@us.henkel.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
HENKEL OF AMERICA, INC.
19001 N. SCOTTSDALE ROAD
MS 04.50
SCOTTSDALE, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654

Fax: 480-754-3789

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jun. 14, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	66607
Jun. 14, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 08, 2010	TEAS SECTION 8 & 9 RECEIVED	

Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 17, 2006	CASE FILE IN TICRS	
Mar. 01, 2006	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	66607
Feb. 17, 2006	ASSIGNED TO PARALEGAL	66607
Feb. 06, 2006	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Feb. 06, 2006	TEAS SECTION 8 & 15 RECEIVED	
Jun. 27, 2000	REGISTERED-PRINCIPAL REGISTER	
Apr. 04, 2000	PUBLISHED FOR OPPOSITION	
Mar. 03, 2000	NOTICE OF PUBLICATION	
Jan. 10, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 06, 1999	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 28, 1999	NON-FINAL ACTION MAILED	
Oct. 01, 1999	ASSIGNED TO EXAMINER	69566
Sep. 22, 1999	ASSIGNED TO EXAMINER	76427

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jun. 27, 2010

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE **Date in Location:** Jun. 14, 2010

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Mark: DIAL AMENITY COLLECTION

US Serial Number: 75831774

Application Filing Date: Oct. 26, 1999

US Registration Number: 2521684

Registration Date: Dec. 25, 2001

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Dec. 17, 2011

Publication Date: Oct. 02, 2001

Mark Information

Mark Literal Elements: DIAL AMENITY COLLECTION

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "AMENITY COLLECTION"

Design Search Code(s): 26.01.02 - Circles, plain single line; Plain single line circles
26.01.05 - Circles made of broken or dotted lines
26.11.01 - Rectangles as carriers or rectangles as single or multiple line borders

Related Properties Information

Claimed Ownership of US Registrations: 0549768, 2260711 and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Personal care products, namely toilet soap, hand and body lotion, moisturizing lotion, hair care products, namely hair shampoo, hair conditioner

International Class(es): 003 - Primary Class **U.S Class(es):** 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 1999 **Use in Commerce:** Oct. 1999

For: [Shower caps]

International Class(es): 025 - Primary Class **U.S Class(es):** 022, 039

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Sep. 1999 **Use in Commerce:** Oct. 1999

For: [Sewing kits comprised of needles, buttons for clothing and thread]

International Class(es): 026 - Primary Class **U.S Class(es):** 037, 039, 040, 042, 050

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: Sep. 1999 **Use in Commerce:** Oct. 1999

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman

Docket Number: 4600-1

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
Henkel Corporation
19001 N. Scottsdale Road
MS 01.45
SCOTTSDALE, ARIZONA 85255
UNITED STATES

Phone: 480.754.2654

Fax: 480.754.6387

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 17, 2011	NOTICE OF ACCEPTANCE OF SEC. 8 - E-MAILED	
Dec. 17, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75461
Dec. 17, 2011	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	75461
Dec. 17, 2011	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	75461
Dec. 15, 2011	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	75461
Dec. 15, 2011	TEAS SECTION 8 & 9 RECEIVED	
Dec. 15, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 12, 2008	NOTICE OF DESIGN SEARCH CODE MAILED	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 18, 2008	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	75461
Dec. 27, 2007	ASSIGNED TO PARALEGAL	75461
Dec. 20, 2007	TEAS SECTION 8 & 15 RECEIVED	
Apr. 25, 2007	CASE FILE IN TICRS	

Dec. 25, 2001	REGISTERED-PRINCIPAL REGISTER	
Oct. 02, 2001	PUBLISHED FOR OPPOSITION	
Sep. 12, 2001	NOTICE OF PUBLICATION	
Jun. 25, 2001	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 25, 2001	USE AMENDMENT ACCEPTED	
Feb. 06, 2001	AMENDMENT TO USE PROCESSING COMPLETE	
Jul. 13, 2000	USE AMENDMENT FILED	
Jan. 29, 2001	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Sep. 19, 2000	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 05, 2000	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 10, 2000	NON-FINAL ACTION MAILED	
Apr. 16, 2000	ASSIGNED TO EXAMINER	69566
Apr. 11, 2000	ASSIGNED TO EXAMINER	63031

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Dec. 25, 2011

Change in Registration: Yes

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 102 **Date in Location:** Dec. 17, 2011

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Mark: DIAL COMPLETE

DIAL COMPLETE

US Serial Number: 76211818

Application Filing Date: Feb. 20, 2001

US Registration Number: 2506978

Registration Date: Nov. 13, 2001

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Oct. 26, 2011

Publication Date: Aug. 21, 2001

Mark Information

Mark Literal Elements: DIAL COMPLETE

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 0731288, 0834877, 1691108, 1959388, 2067901, 2070738, 2260711 and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;

- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Anti-bacterial soap

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 22, 2001

Use in Commerce: Jan. 22, 2001

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. KATE HUFFMAN **Docket Number:** pc - dial co

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
HENKEL OF AMERICA, INC.
19001 N. SCOTTSDALE ROAD
LEGAL DEPT., M.S. 04.50
SCOTTSDALE, ARIZONA 85255
UNITED STATES

Phone: 480-754-2654

Correspondent e-mail: trademarks@us.henkel.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 26, 2011	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75461
Oct. 26, 2011	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75461
Oct. 19, 2011	TEAS SECTION 8 & 9 RECEIVED	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 16, 2007	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	75461
Mar. 14, 2007	ASSIGNED TO PARALEGAL	75461
Feb. 02, 2007	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Feb. 02, 2007	TEAS SECTION 8 & 15 RECEIVED	
Jan. 12, 2007	CASE FILE IN TICRS	
Nov. 13, 2001	REGISTERED-PRINCIPAL REGISTER	

Aug. 21, 2001	PUBLISHED FOR OPPOSITION
Aug. 01, 2001	NOTICE OF PUBLICATION
Apr. 16, 2001	APPROVED FOR PUB - PRINCIPAL REGISTER

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Nov. 13, 2011

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE **Date in Location:** Oct. 26, 2011

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EXHIBIT P

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Mark: DIAL NUTRISKIN WITH FRUIT OIL

DIAL NUTRISKIN WITH FRUIT OIL

US Serial Number: 77674128

Application Filing Date: Feb. 19, 2009

US Registration Number: 3794411

Registration Date: May 25, 2010

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: May 25, 2010

Publication Date: Jun. 23, 2009

Notice of Allowance Date: Sep. 15, 2009

Mark Information

Mark Literal Elements: DIAL NUTRISKIN WITH FRUIT OIL

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "FRUIT OIL"

Related Properties Information

Claimed Ownership of US Registrations: 0549768, 0690674, 0834877 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;

- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Bar soap; Bath soaps; Body washes; Liquid soaps

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 29, 2009

Use in Commerce: Dec. 29, 2009

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Pure & Natural Company

Owner Address: MS 04.50
19001 North Scottsdale Road
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman
Docket Number: efile - dial
Attorney Primary Email Address: trademarks@us.henkel.com
Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
HENKEL OF AMERICA, INC.
19001 N SCOTTSDALE RD
SCOTTSDALE, ARIZONA 85255-9672
UNITED STATES

Phone: (480) 754-2654
Fax: (480) 754-3789
Correspondent e-mail: trademarks@us.henkel.com
Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 25, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 22, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 21, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	70884
Apr. 21, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 07, 2010	DATA MODIFICATION COMPLETED	70884
Apr. 01, 2010	STATEMENT OF USE PROCESSING COMPLETE	66530
Mar. 05, 2010	USE AMENDMENT FILED	66530
Mar. 31, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Mar. 05, 2010	TEAS STATEMENT OF USE RECEIVED	
Sep. 15, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 23, 2009	PUBLISHED FOR OPPOSITION	
Jun. 03, 2009	NOTICE OF PUBLICATION	

May 18, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
May 18, 2009	ASSIGNED TO LIE	70884
May 18, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 15, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
May 14, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
May 14, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 12, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 12, 2009	NON-FINAL ACTION E-MAILED	6325
May 12, 2009	NON-FINAL ACTION WRITTEN	76839
May 11, 2009	ASSIGNED TO EXAMINER	76839
Feb. 24, 2009	NOTICE OF PSEUDO MARK MAILED	
Feb. 23, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 23, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Apr. 21, 2010

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EXHIBIT Q

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Mark: DIAL FOR MEN

US Serial Number: 77791266

Application Filing Date: Jul. 28, 2009

US Registration Number: 3857983

Registration Date: Oct. 05, 2010

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Oct. 05, 2010

Publication Date: Nov. 03, 2009

Notice of Allowance Date: Jan. 26, 2010

Mark Information

Mark Literal Elements: DIAL FOR MEN

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of an upside down hockey stick shape with a slanted oval in the face with the words "DIAL FOR MEN".

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "FOR MEN"

Design Search Code(s):

19.09.25 - Other bottles, jars or flasks
21.03.23 - Field hockey sticks; Hockey sticks; Street hockey sticks
26.03.21 - Ovals that are completely or partially shaded
26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved

Related Properties Information

Claimed Ownership of US Registrations: 0549768, 0690673, 2242161 and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Bath soaps; Body washes; Hair shampoo; Liquid soaps

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 21, 2009

Use in Commerce: Dec. 21, 2009

Basis Information (Case Level)

Filed Use: No	**Currently Use:** Yes	**Amended Use:** No
Filed ITU: Yes	**Currently ITU:** No	**Amended ITU:** No
Filed 44D: No	**Currently 44D:** No	**Amended 44D:** No
Filed 44E: No	**Currently 44E:** No	**Amended 44E:** No
Filed 66A: No	**Currently 66A:** No	
Filed No Basis: No	**Currently No Basis:** No	

Current Owner(s) Information

Owner Name: Pure & Natural Company

Owner Address: MS 04.50
19001 North Scottsdale Road
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman

Docket Number: pc-dial hock

Attorney Primary Email Address: trademarks@us.henkel.com

Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
HENKEL OF AMERICA, INC.
19001 N SCOTTSDALE RD
SCOTTSDALE, ARIZONA 85255-9672
UNITED STATES

Phone: (480) 754-2654

Fax: (480) 754-3789

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 05, 2010	REGISTERED-PRINCIPAL REGISTER	

Aug. 28, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Aug. 27, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	77976
Aug. 23, 2010	ASSIGNED TO LIE	77976
Aug. 06, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 04, 2010	STATEMENT OF USE PROCESSING COMPLETE	66230
Jul. 15, 2010	USE AMENDMENT FILED	66230
Aug. 03, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Jul. 15, 2010	TEAS STATEMENT OF USE RECEIVED	
Jan. 26, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 03, 2009	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Nov. 03, 2009	PUBLISHED FOR OPPOSITION	
Sep. 28, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	77075
Sep. 28, 2009	ASSIGNED TO LIE	77075
Sep. 16, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 15, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 15, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 15, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 11, 2009	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 11, 2009	NON-FINAL ACTION E-MAILED	6325
Sep. 11, 2009	NON-FINAL ACTION WRITTEN	80812
Sep. 04, 2009	ASSIGNED TO EXAMINER	80812
Aug. 01, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Jul. 31, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 31, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Aug. 27, 2010

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Mark: DIAL NUTRISKIN

DIAL NUTRISKIN

US Serial Number: 77982077

Application Filing Date: Jul. 20, 2009

US Registration Number: 4007067

Registration Date: Aug. 02, 2011

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Aug. 02, 2011

Publication Date: Oct. 19, 2010

Notice of Allowance Date: Dec. 14, 2010

Mark Information

Mark Literal Elements: DIAL NUTRISKIN

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 0549768, 0690674, 0834877, 77784687 and others

Child Of: 77784687

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Bar soap; bath soaps; body washes; hand soaps; liquid soaps; skin lotions; soaps for personal use

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 12, 2010

Use in Commerce: Jan. 12, 2010

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Pure & Natural Company

Owner Address: MS 04.50
19001 North Scottsdale Road
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman

Docket Number: pc-dial nutr

Attorney Primary Email Address: trademarks@us.henkel.com

Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
HENKEL OF AMERICA, INC.
19001 N SCOTTSDALE RD
SCOTTSDALE, ARIZONA 85255-9672
UNITED STATES

Phone: (480) 754-2654

Fax: (480) 754-3789

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 02, 2011	REGISTERED-PRINCIPAL REGISTER	
Jun. 28, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jun. 27, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	67287
Jun. 24, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 02, 2011	NOTICE OF PSEUDO MARK MAILED	
Jun. 02, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 01, 2011	STATEMENT OF USE PROCESSING COMPLETE	65362
May 26, 2011	USE AMENDMENT FILED	65362
Jun. 01, 2011	DIVISIONAL PROCESSING COMPLETE	

May 26, 2011	DIVISIONAL REQUEST RECEIVED	
Jun. 01, 2011	EXTENSION 1 GRANTED	65362
May 26, 2011	EXTENSION 1 FILED	65362
Jun. 01, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	65362
May 26, 2011	TEAS STATEMENT OF USE RECEIVED	
May 26, 2011	TEAS REQUEST TO DIVIDE RECEIVED	
May 26, 2011	TEAS EXTENSION RECEIVED	
Dec. 14, 2010	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 19, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 19, 2010	PUBLISHED FOR OPPOSITION	
Sep. 15, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	67287
Sep. 13, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 11, 2010	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	67287
Mar. 11, 2010	ASSIGNED TO LIE	67287
Sep. 11, 2009	NOTIFICATION OF LETTER OF SUSPENSION E-MAILED	6332
Sep. 11, 2009	LETTER OF SUSPENSION E-MAILED	6332
Sep. 11, 2009	SUSPENSION LETTER WRITTEN	80812
Sep. 04, 2009	ASSIGNED TO EXAMINER	80812
Jul. 24, 2009	NOTICE OF PSEUDO MARK MAILED	
Jul. 23, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 23, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Jun. 27, 2011

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Mark: DIAL PROFESSIONAL SERIES

US Serial Number: 78912240

Application Filing Date: Jun. 20, 2006

US Registration Number: 3187473

Registration Date: Dec. 19, 2006

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Sep. 05, 2012

Publication Date: Oct. 03, 2006

Mark Information

Mark Literal Elements: DIAL PROFESSIONAL SERIES

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the words, DIAL PROFESSIONAL SERIES, with an incomplete circle surrounding the word, DIAL, and the words, PROFESSIONAL SERIES, shown between two parallel horizontal lines.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "PROFESSIONAL SERIES"

Design Search Code(s): 26.01.02 - Circles, plain single line; Plain single line circles
26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)
26.17.05 - Bands, horizontal; Lines, horizontal; Horizontal line(s), band(s) or bar(s); Bars, horizontal
26.17.13 - Letters or words underlined and/or overlined by one or more strokes or lines; Overlined words or letters; Underlined words or letters

Related Properties Information

Claimed Ownership of US Registrations: 0690674, 2267264, 2494819 and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Personal care products, namely, [bar soap;] liquid soap; body wash; foaming face, body, and hand soap; hand, facial and body lotion; antiperspirants; deodorants for personal use; hair shampoo and hair conditioner

International Class(es): 003 - Primary Class **U.S Class(es):** 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: May 15, 2005 **Use in Commerce:** May 15, 2005

For: [Air fresheners; air deodorizer; room freshener; odor eliminators; all purpose disinfecting and deodorizing preparations; odor neutralizing preparations for use on textiles and in the air; aromatic air freshening preparations; perfumed air freshening preparations; air purifying preparations;] antibacterial and anti-microbial soap; antibacterial alcohol skin sanitizer gels, lotions, and creams for the hands; anti-microbial handwash; disinfecting handwash

International Class(es): 005 - Primary Class **U.S Class(es):** 006, 018, 044, 046, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: May 15, 2005 **Use in Commerce:** May 15, 2005

Basis Information (Case Level)

Filed Use: Yes **Currently Use:** Yes **Amended Use:** No

Filed ITU: No **Currently ITU:** No **Amended ITU:** No

Filed 44D: No **Currently 44D:** No **Amended 44D:** No

Filed 44E: No **Currently 44E:** No **Amended 44E:** No

Filed 66A: No **Currently 66A:** No

Filed No Basis: No **Currently No Basis:** No

Current Owner(s) Information

Owner Name: PURE & NATURAL COMPANY

Owner Address: 19001 N. Scottsdale Road
Legal Dept., M.S. 04.50
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman

Correspondent

Correspondent Name/Address: A Kate Huffman
Henkel Corporation
19001 N. Scottsdale Road
MS 01.45
SCOTTSDALE, ARIZONA 85255
UNITED STATES

Phone: 480.754.2654

Fax: 480.754.6387

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 05, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 05, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67723
Sep. 05, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Aug. 14, 2012	TEAS SECTION 8 & 15 RECEIVED	
Aug. 14, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 13, 2009	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 12, 2009	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 12, 2009	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 02, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 19, 2006	REGISTERED-PRINCIPAL REGISTER	
Oct. 03, 2006	PUBLISHED FOR OPPOSITION	
Sep. 13, 2006	NOTICE OF PUBLICATION	
Aug. 12, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	73787
Aug. 08, 2006	ASSIGNED TO LIE	73787
Jul. 27, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 27, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 27, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 27, 2006	EXAMINERS AMENDMENT -WRITTEN	66384
Jul. 27, 2006	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Jul. 26, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 26, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 26, 2006	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 26, 2006	EXAMINERS AMENDMENT -WRITTEN	66384
Jul. 16, 2006	ASSIGNED TO EXAMINER	66384

Jun. 27, 2006	NOTICE OF DESIGN SEARCH CODE MAILED
Jun. 26, 2006	NEW APPLICATION ENTERED IN TRAM

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 106 **Date in Location:** Sep. 05, 2012

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Mark: DIAL

DIAL

US Serial Number: 85128439

Application Filing Date: Sep. 13, 2010

US Registration Number: 4046669

Registration Date: Oct. 25, 2011

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Oct. 25, 2011

Publication Date: Mar. 01, 2011

Notice of Allowance Date: Apr. 26, 2011

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 0834877, 2067901, 3488550 and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Body lotions; Facial lotion; Hand lotions; Skin lotions

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 14, 2010

Use in Commerce: Dec. 14, 2010

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Pure & Natural Company

Owner Address: MS 04.50
19001 North Scottsdale Road
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman
Docket Number: pc - dial lo

Attorney Primary Email Address: trademarks@us.henkel.com
Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
HENKEL OF AMERICA, INC.
19001 N SCOTTSDALE RD
SCOTTSDALE, ARIZONA 85255-9672
UNITED STATES

Phone: (480) 754-2654
Fax: (480) 754-3789

Correspondent e-mail: trademarks@us.henkel.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 25, 2011	REGISTERED-PRINCIPAL REGISTER	
Sep. 22, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Sep. 21, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	66213
Sep. 16, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 15, 2011	STATEMENT OF USE PROCESSING COMPLETE	66530
Sep. 13, 2011	USE AMENDMENT FILED	66530
Sep. 15, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Sep. 13, 2011	TEAS STATEMENT OF USE RECEIVED	
Apr. 26, 2011	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 01, 2011		

	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 01, 2011	PUBLISHED FOR OPPOSITION	
Jan. 25, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Jan. 25, 2011	ASSIGNED TO LIE	66213
Dec. 23, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 20, 2010	ASSIGNED TO EXAMINER	81878
Sep. 20, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 16, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Sep. 21, 2011

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Proceedings - Click to Load

EXHIBIT U

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Mark: DIAL

DIAL

US Serial Number: 85289499
Application Filing Date: Apr. 07, 2011
US Registration Number: 4012687
Registration Date: Aug. 16, 2011
Filed as TEAS Plus: Yes
Currently TEAS Plus: Yes
Register: Principal
Mark Type: Trademark
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.
Status Date: Aug. 16, 2011
Publication Date: May 31, 2011

Mark Information

Mark Literal Elements: DIAL
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1919168, 2242161, 2260711 and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Dispensers for liquid soap; Soap dispensers

International Class(es): 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 01, 1997

Use in Commerce: Oct. 01, 1997

Basis Information (Case Level)

Filed Use:	Yes	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	No	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		
Filed No Basis:	No	**Currently No Basis:**	No		

Current Owner(s) Information

Owner Name: Pure & Natural Company

Owner Address: MS 04.50
19001 North Scottsdale Road
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman
Docket Number: pc - dial di
Attorney Primary Email Address: trademarks@us.henkel.com
Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
HENKEL OF AMERICA, INC.
19001 N SCOTTSDALE RD
MS 04.50
SCOTTSDALE, ARIZONA 85255-9672
UNITED STATES

Phone: (480) 754-2654
Fax: (480) 754-3789
Correspondent e-mail: trademarks@us.henkel.com
Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 16, 2011	REGISTERED-PRINCIPAL REGISTER	
May 31, 2011	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 31, 2011	PUBLISHED FOR OPPOSITION	
Apr. 22, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	70633
Apr. 22, 2011	ASSIGNED TO LIE	70633
Apr. 13, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 12, 2011	ASSIGNED TO EXAMINER	77966
Apr. 12, 2011	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	

Apr. 11, 2011 NEW APPLICATION ENTERED IN TRAM

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Aug. 16, 2011

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EXHIBIT V

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Mark: DIAL

US Serial Number: 86013184

Application Filing Date: Jul. 17, 2013

US Registration Number: 4451540

Registration Date: Dec. 17, 2013

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Dec. 17, 2013

Publication Date: Oct. 01, 2013

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a slanted oval outlined by a line of varying thicknesses with the thinest being on the left and right side of the oval. The inside of the oval consists of various shading the lightest being on top. Also within the top portion of the oval is a curved line. In the middle of the logo is the outlined word "DIAL".

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 26.03.21 - Ovals that are completely or partially shaded
26.17.09 - Lines, curved; Curved line(s), band(s) or bar(s); Bands, curved; Bars, curved

Related Properties Information

Claimed Ownership of US Registrations: **0549768**, **0690673**, **2242161** and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Bar soap; Bath soaps; Body lotions; Body wash; Liquid soaps; Waterless soap

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 12, 2004

Use in Commerce: Apr. 12, 2004

Basis Information (Case Level)

Filed Use: Yes	**Currently Use:** Yes	**Amended Use:** No
Filed ITU: No	**Currently ITU:** No	**Amended ITU:** No
Filed 44D: No	**Currently 44D:** No	**Amended 44D:** No
Filed 44E: No	**Currently 44E:** No	**Amended 44E:** No
Filed 66A: No	**Currently 66A:** No	
Filed No Basis: No	**Currently No Basis:** No	

Current Owner(s) Information

Owner Name: Pure & Natural Company

Owner Address: MS 01.45
19001 North Scottsdale Road
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman

Docket Number: pc - dial lo

Attorney Primary Email Address: trademarks@us.henkel.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
HENKEL CORPORATION
19001 N SCOTTSDALE RD
SCOTTSDALE, ARIZONA 85255-9672
UNITED STATES

Phone: 480.754.2654

Fax: 480.754.6387

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 17, 2013	REGISTERED-PRINCIPAL REGISTER	
Oct. 01, 2013		

	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 01, 2013	PUBLISHED FOR OPPOSITION	
Sep. 11, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 25, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 24, 2013	ASSIGNED TO EXAMINER	77654
Jul. 25, 2013	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jul. 24, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 20, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Dec. 17, 2013

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EXHIBIT W

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Mark: DIAL FOR MEN

US Serial Number: 86012812

Application Filing Date: Jul. 17, 2013

US Registration Number: 4679568

Registration Date: Jan. 27, 2015

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 27, 2015

Publication Date: Oct. 08, 2013

Notice of Allowance Date: Dec. 03, 2013

Mark Information

Mark Literal Elements: DIAL FOR MEN

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the words "DIAL FOR MEN" inside a tilted solid oval with the word "DIAL" being displayed in white letters outlined with dark lines and the words "FOR MEN" being displayed in white letters. The lower part of the mark consists of a parallelogram with concave top, bottom and left side edges and a convex right side edge. The top and bottom edges are each outlined by a narrow band consisting of alternating light and dark dashes.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Disclaimer: "FOR MEN"

Design Search Code(s): 26.03.21 - Ovals that are completely or partially shaded
26.13.21 - Quadrilaterals that are completely or partially shaded
26.13.25 - Quadrilaterals with one or more curved sides

Related Properties Information

Claimed Ownership of US Registrations: **0549768**, **0690673**, **2242161** and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Body wash; Liquid soaps

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 29, 2013

Use in Commerce: Dec. 29, 2013

Basis Information (Case Level)

Filed Use:	No	**Currently Use:**	Yes	**Amended Use:**	No
Filed ITU:	Yes	**Currently ITU:**	No	**Amended ITU:**	No
Filed 44D:	No	**Currently 44D:**	No	**Amended 44D:**	No
Filed 44E:	No	**Currently 44E:**	No	**Amended 44E:**	No
Filed 66A:	No	**Currently 66A:**	No		

Filed No Basis: No **Currently No Basis:** No

Current Owner(s) Information

Owner Name: Pure & Natural Company

Owner Address: MS 01.45
7201 E Henkel Way
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION **State or Country Where Organized:** ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman **Docket Number:** pc - DFM lab

Attorney Primary Email Address: trademarks@us.henkel.com **Attorney Email Authorized:** Yes

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
HENKEL CORPORATION
19001 N SCOTTSDALE RD
SCOTTSDALE, ARIZONA 85255-9672
UNITED STATES

Phone: 480.754.2654 **Fax:** 480.754.6387

Correspondent e-mail: trademarks@us.henkel.com **Correspondent e-mail Authorized:** Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number

Jan. 27, 2015	REGISTERED-PRINCIPAL REGISTER	
Dec. 20, 2014	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Dec. 19, 2014	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 02, 2014	STATEMENT OF USE PROCESSING COMPLETE	61813
Nov. 21, 2014	USE AMENDMENT FILED	61813
Nov. 21, 2014	TEAS STATEMENT OF USE RECEIVED	
Jun. 24, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 23, 2014	EXTENSION 1 GRANTED	61813
May 30, 2014	EXTENSION 1 FILED	61813
Jun. 18, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
May 30, 2014	TEAS EXTENSION RECEIVED	
Dec. 03, 2013	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 08, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 08, 2013	PUBLISHED FOR OPPOSITION	
Sep. 18, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 29, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 24, 2013	ASSIGNED TO EXAMINER	77654
Jul. 25, 2013	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jul. 24, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 20, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION **Date in Location:** Dec. 19, 2014

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EXHIBIT X

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Mark: DIAL

US Serial Number: 86013657

Application Filing Date: Jul. 18, 2013

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: A second request for extension of time to file a Statement of Use has been granted.

Status Date: Dec. 15, 2014

Publication Date: Oct. 08, 2013

Notice of Allowance Date: Dec. 03, 2013

Mark Information

Mark Literal Elements: DIAL

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a slanted oval outlined by a line of varying thicknesses with the thinest being on the left and right side of the oval. The inside of the oval consists of various shading the lightest being on top. Also within the top portion of the oval is a curved line. In the middle of the logo is the outlined word "DIAL". The lower part of the mark consists of the image of a swirled splash of liquid.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 01.15.13 - Waves, single; Ripple (single wave)
26.01.26 - Spirals; Coils; Swirls
26.03.21 - Ovals that are completely or partially shaded
26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved

Related Properties Information

Claimed Ownership of US Registrations: 0549768, 0690673, 2242161 and others

Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Bar soap; Bath soaps; Body lotions; Body wash; Liquid soaps; Waterless soap

International Class(es): 003 - Primary Class

U.S Class(es): 001, 004, 006, 050, 051, 052

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No	**Currently Use:** No	**Amended Use:** No
Filed ITU: Yes	**Currently ITU:** Yes	**Amended ITU:** No
Filed 44D: No	**Currently 44D:** No	**Amended 44D:** No
Filed 44E: No	**Currently 44E:** No	**Amended 44E:** No
Filed 66A: No	**Currently 66A:** No	
Filed No Basis: No	**Currently No Basis:** No	

Current Owner(s) Information

Owner Name: Pure & Natural Company

Owner Address: MS 01.45
7201 E Henkel Way
Scottsdale, ARIZONA 85255
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: ARIZONA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: A. Kate Huffman

Docket Number: pc - DIAL la

Attorney Primary Email Address: trademarks@us.henkel.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: A. KATE HUFFMAN
HENKEL CORPORATION
19001 N SCOTTSDALE RD
SCOTTSDALE, ARIZONA 85255-9672
UNITED STATES

Phone: 480.754.2654

Fax: 480.754.6387

Correspondent e-mail: trademarks@us.henkel.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 16, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E -MAILED	
Dec. 15, 2014	EXTENSION 2 GRANTED	61813

Dec. 02, 2014	EXTENSION 2 FILED	61813
Dec. 02, 2014	TEAS EXTENSION RECEIVED	
Jun. 24, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E -MAILED	
Jun. 23, 2014	EXTENSION 1 GRANTED	61813
May 30, 2014	EXTENSION 1 FILED	61813
Jun. 18, 2014	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
May 30, 2014	TEAS EXTENSION RECEIVED	
Dec. 03, 2013	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 08, 2013	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 08, 2013	PUBLISHED FOR OPPOSITION	
Sep. 18, 2013	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Aug. 31, 2013	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 24, 2013	ASSIGNED TO EXAMINER	77654
Jul. 25, 2013	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jul. 24, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 22, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: CHOSID, ROBIN S **Law Office Assigned:** LAW OFFICE 102

File Location

Current Location: INTENT TO USE SECTION **Date in Location:** Jun. 18, 2014

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