

01-15-2003



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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Natural White, Inc. 1-4-03

- Individual(s) Association General Partnership Limited Partnership Corporation-State Delaware Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 12/12/2002

2. Name and address of receiving party(ies)

Name: Lornamead Brands, Inc.

Internal Address:

Suite 200 Street Address: 4145 North Service Road Ontario, Canada City: Burlington State: Zip: L7L6A3

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Delaware Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,102,103

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Josh S. Ridout, Esq.

Internal Address:

Paul, Hastings, Janofsky & Walker LLP Street Address: 515 South Flower Street 25th Floor

City: Los Angeles State: CA Zip: 90071-2228

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

16-0752

DO NOT USE THIS SPACE

9. Signature.

Josh S. Ridout Name of Person Signing

Signature

1/9/03 Date

Total number of pages including cover sheet, attachments, and document: 10

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

01/14/2003 6TOM11 00000096 2102103

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40.00 DP

TRADEMARK REEL: 002648 FRAME: 0780

## ASSIGNMENT OF TRADEMARKS

WHEREAS, NATURAL WHITE, INC., a Delaware corporation, NATURAL WHITE, INC., a New York corporation, NATURAL WHITE, INC., an Ontario corporation, NATURAL WHITE GMBH, NATURAL WHITE (UK) LTD., and NATURAL WHITE DIRECT, INC. (collectively, "Assignor"), own all right, title and interest in and to the trademarks listed in Schedule A attached hereto, including all derivations, variations and combinations thereof (collectively, the "Mark"), together with the goodwill of the business associated therewith.

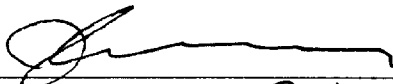
WHEREAS, LORNAMEAD BRANDS, INC., a Delaware corporation ("Assignee"), is desirous of acquiring the entire right, title, and interest in and to the Mark, together with the goodwill of the business associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer unto Assignee, its successors and assigns, Assignor's entire right, title, and interest in and to the Mark, together with the goodwill of the business associated therewith, all common law and statutory right, title and interest in the Mark all rights of registration, maintenance, renewal and protection thereof, and all rights of recovery and of legal action for past infringements and of opposition and/or cancellation proceedings for protection of the Mark. Assignor hereby represents and agrees that it has no knowledge of any lien, security interest, restriction, claim or encumbrance in connection with the Mark, and that it has full power and authority to enter into and perform this Assignment. Assignor hereby authorizes Assignee, its successors and assigns to the fullest extent permitted by applicable law, to file in its own name applications for trademark and/or service mark registration in the United States and in foreign countries in connection with the Mark, and to secure in its own name the registrations granted thereon. Assignor hereby agrees that upon request, it will sign all papers, and make all rightful oaths, and do all acts which Assignee, its successors or assigns may consider necessary in connection with the Mark and the assignment herein granted to Assignee.


[signature pages follow]

IN WITNESS WHEREOF, Assignor has duly executed this Assignment as of this  
17<sup>th</sup> day of December, 2002.


NATURAL WHITE, INC., a Delaware corporation

By:   
Name: JURGEN SCHEMMER  
Title: PRES.


NATURAL WHITE, INC., a New York corporation

By:   
Name: JURGEN SCHEMMER  
Title: PRES.

NATURAL WHITE, INC., an Ontario corporation


By:   
Name: JURGEN SCHEMMER  
Title: PRES.

NATURAL WHITE, GmbH


By:   
Name: JURGEN SCHEMMER  
Title: PRES.

[SIGNATURE PAGE 1 OF 2 TO ASSIGNMENT OF TRADEMARKS]

NATURAL WHITE (UK) Ltd.,

By:   
Name: JURGEN SCHEMMER  
Title: PRES.

NATURAL WHITE DIRECT, INC.

By:   
Name: JURGEN SCHEMMER  
Title: PRES.

[SIGNATURE PAGE 2 OF 2 TO ASSIGNMENT OF TRADEMARKS]

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STATE OF )  
 ) ss  
COUNTY OF )

On this 11 day of December, 2002, before me, JURGEN SCHEMME, the undersigned officer, personally appeared before me MICHAEL L. YOUNG, known personally to me to be the PRESIDENT of the above-named corporation, and that he, as such officer, being authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the corporation by herself as such officer.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

M. L. Young

Notary Public

My Commission expires: IS PERPETUAL

**SCHEDULE A**  
**TRADEMARKS**

**U.S.**

Applications

“NATURAL WHITE EXTREME”	Serial No. 76/225,652
“LIGHTENING WHITE”	Serial No. 75/864,149
“SOFT POLISH”	Serial No. 75/590,356
“SMILE RIGHT”	Serial No. 75/501,599

Registrations

“RAPIDWHITE”	Reg. No. 2,102,103
“WARM & FORM”	Reg. No. 2,451,678
“MISCELLANEOUS DESIGN”	Reg. No. 2,004,282
“NATURAL WHITE”	Reg. No. 2,078,448

**Canada**

Registrations

“NATURAL WHITE”	TMA 459,660
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**Germany**

Applications

“NATURAL WHITE EXTREME”	DE 302428496
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**Other Jurisdictions**

COUNTRY	APPLICATION NO.	REG. NO.	MARK
AUSTRIA		177338	BRILLIANT
BAHRAIN		23621	BRILLIANT

COUNTRY	APPLICATION NO.	REG. NO.	MARK
BENELUX		632058	BRILLIANT
BRAZIL	820907960		BRILLIANT
CANADA		542521	BRILLIANT
CHINA		1410286	BRILLIANT
CROATIA		Z980590	BRILLIANT
CYPRUS	50220		BRILLIANT
CZECH REP		217445	BRILLIANT
DENMARK		VR98/02237	BRILLIANT
ESTONIA		30034	BRILLIANT
FINLAND		213673	BRILLIANT
FRANCE		98731244	BRILLIANT
GREECE		136871	BRILLIANT
INDIA	799639		BRILLIANT
INDONESIA	D9810196		BRILLIANT
KOREA	9810581		BRILLIANT
KUWAIT	47674		BRILLIANT
LATVIA		M44238	BRILLIANT
LEBANON		76505	BRILLIANT
LITHUANIA		38461	BRILLIANT
MALAYSIA	98107238		BRILLIANT
MALTA		28527	BRILLIANT
MEXICO		676511	BRILLIANT
MOROCCO	65911		BRILLIANT
NORWAY		195177	BRILLIANT
OMAN	17759		BRILLIANT
PAKISTAN	147551		BRILLIANT
PANAMA		98631	BRILLIANT
POLAND	Z186088		BRILLIANT
PORTUGAL	330111		BRILLIANT
QATAR	18515		BRILLIANT
ROMANIA		39725	BRILLIANT
RUSSIA		10335	BRILLIANT
S. AFRICA.		1997118734	BRILLIANT
SAUDI ARAB		510/72	BRILLIANT
SLOVAK REP.		190030	BRILLIANT
SLOVENIA		9870681	BRILLIANT
TAIWAN		856736	BRILLIANT
TANGIER		13475	BRILLIANT
U.A.E.	27029		BRILLIANT
UKRAINE		21293	BRILLIANT
U.K.		2218802	LIGHTENING WHITE
U.S.A.	76225652		N.W. EXTREME
ALGERIA		76225652	NATURAL WHITE
ARGENTINA	2102270		NATURAL WHITE
AUSTRALIA		701202	NATURAL WHITE
AUSTRIA		188183	NATURAL WHITE
BAHRAIN		19134	NATURAL WHITE
BARBADOS		81/1 0490	NATURAL WHITE
BENELUX.		551530	NATURAL WHITE
BENELUX	896469		NATURAL WHITE
BRAZIL	821449605		NATURAL WHITE

COUNTRY	APPLICATION NO.	REG. NO.	MARK
CANADA		748299	NATURAL WHITE
CHINA		818514	NATURAL WHITE
COSTA RICA			NATURAL WHITE
CROATIA	2980589A		NATURAL WHITE
CYPRUS		45480	NATURAL WHITE
DOM. REP		96331	NATURAL WHITE
ECUADOR	84173		NATURAL WHITE
EGYPT	97880		NATURAL WHITE
FINLAND	4742/96		NATURAL WHITE
FRANCE		94508090	NATURAL WHITE
GUATEMALA	M-6360-7		NATURAL WHITE
INDIA	784510		NATURAL WHITE
ITALY		769133	NATURAL WHITE
KOREA		327139	NATURAL WHITE
LEBANON		67317	NATURAL WHITE
MALAYSIA	9401637		NATURAL WHITE
MALTA		24486	NATURAL WHITE
N.Z.	258490		NATURAL WHITE
OMAN	18121		NATURAL WHITE
PAKISTAN	133237		NATURAL WHITE
PANAMA		9863301	NATURAL WHITE
PARAGUAY		197035	NATURAL WHITE
PARAGUAY	25232 97		NATURAL WHITE
PHILIPPINE	940603		NATURAL WHITE
PORTUGAL		311370	NATURAL WHITE
QATAR		13689	NATURAL WHITE
ROMANIA	50962		NATURAL WHITE
SLOVAK REP		188725	NATURAL WHITE
SLOVENIA	Z-9671523		NATURAL WHITE
TUNISIA		EE.96.1065	NATURAL WHITE
U.A.E		12829	NATURAL WHITE
U.K.	2060391		NATURAL WHITE
U.K.	2050442		NATURAL WHITE
U.S.A.		2078448	NATURAL WHITE
UKRAINE		18811	NATURAL WHITE
URUGUAY		283536	NATURAL WHITE
ITALY		829251	NWBRILLIANT
N.Z.	284877		NWBRILLIANT
SWEDEN	98 00029		NWBRILLIANT
SWITZERLAND		452396	NWBRILLIANT
AUSTRALIA		805173	ORALVITE
AUSTRIA		184966	ORALVITE
BAHRAIN	1139199		ORALVITE
BENELUX		655463	ORALVITE
DENMARK		VR9901299	ORALVITE
FINLAND		218620	ORALVITE
FRANCE		99782512	ORALVITE
GERMANY		39924234.1	ORALVITE
IRELAND		212847	ORALVITE
ITALY	M199C3204		ORALVITE
KUWAIT	47673		ORALVITE



COUNTRY	APPLICATION NO.	REG. NO.	MARK
LEBANON	16011		ORALVITE
NORWAY		198914	ORALVITE
OMAN	19994		ORALVITE
QATAR	20588		ORALVITE
SAUDI ARAB		555/56	ORALVITE
SWEDEN		349332	ORALVITE
U.A.E.	31731		ORALVITE
UX		2191395	ORALVITE
JAPAN		3300735	ORIGINAL FORMULA
ARGENTINA		1713120	RAPID WHITE
AUSTRALIA		739914	RAPID WHITE
AUSTRIA		185062	RAPID WHITE
BAHRAIN		23127	RAPID WHITE
BENELUX	915274		RAPID WHITE
BULGARIA		42089	RAPID WHITE
CANADA	875877		RAPID WHITE
COSTA RICA		110439	RAPID WHITE
CROATIA	980393A		RAPID WHITE
ECUADOR		44000	RAPID WHITE
ESTONIA		29742	RAPID WHITE
HONG KONG		B02767199	RAPID WHITE
HUNGARY		154298	RAPID WHITE
INDIA	779537		RAPID WHITE
INDONESIA		435335	RAPID WHITE
JORDAN		50899	RAPID WHITE
KOREA		442008	RAPID WHITE
LATVIA		M43518	RAPID WHITE
LEBANON		73790	RAPID WHITE
LITHUANIA		37154	RAPID WHITE
MALAYSIA	98/06527		RAPID WHITE
MALTA		28442	RAPID WHITE
MEXICO		565326	RAPID WHITE
N. Z.		280028	RAPID WHITE
PAKISTAN	145008		RAPID WHITE
PANAMA		095519	RAPID WHITE
PHILIPPINE	4 98 01361		RAPID WHITE
ROMANIA		36365	RAPID WHITE
RUSSIA		193583	RAPID WHITE
S. AFRICA		97/11950	RAPID WHITE
SALVADOR		129	RAPID WHITE
SLOVAK REP		190305	RAPID WHITE
SLOVENIA		9771752	RAPID WHITE
SPAIN	2163702		RAPID WHITE
TAIWAN		814535	RAPID WHITE
TURKEY			RAPID WHITE
U.A.E.		24268	RAPID WHITE
UKRAINE		19861	RAPID WHITE
VENEZUELA	17406/97		RAPID WHITE
AUSTRIA	7007196		RAPIDWHITE
CTM		305557	RAPIDWHITE
CZECH REP		118330	RAPIDWHITE

COUNTRY	APPLICATION NO.	REG. NO.	MARK
DENMARK		VA07007	RAPIDWHITE
EGYPT		29742	RAPIDWHITE
FINLAND		199605323	RAPIDWHITE
FRANCE		657015	RAPIDWHITE
GERMANY		9656267	RAPIDWHITE
GREECE	1175		RAPIDWHITE
IRELAND	204215		RAPIDWHITE
ITALY	96CO05755		RAPIDWHITE
JAPAN	9010408		RAPIDWHITE
KUWAIT		33222	RAPIDWHITE
MOROCCO			RAPIDWHITE
NORWAY		210113	RAPIDWHITE
OMAN	14970		RAPIDWHITE
POLAND	Z168211		RAPIDWHITE
PORTUGAL		321068	RAPIDWHITE
QATAR	16165		RAPIDWHITE
SAUDI ARAB	37420		RAPIDWHITE
SWITZERLAND		447167	RAPIDWHITE
TANGIER			RAPIDWHITE
U.A.E.		19850	RAPIDWHITE
U.K.	2119494		RAPIDWHITE
U.K.	21518292		RAPIDWHITE
U.S.A	75/046872		RAPIDWHITE
U.S.A.		2102103	RAPIDWHITE
U.S.A.		2004282	SMILE