

01-15-2003  
102337978

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.** 1-9-03  
 Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State **New York**  
 Other \_\_\_\_\_  
Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: **Lornamead Brands, Inc.**  
Internal Address: \_\_\_\_\_  
Street Address: **4145 North Service Road, Suite 200**  
**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

3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_  
Execution Date: **12/12/2002**

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s) \_\_\_\_\_  
**see attached**  
Additional number(s) attached  Yes  No

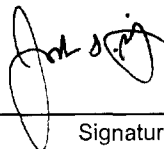
B. Trademark Registration No.(s) \_\_\_\_\_  
**see attached**

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: **6**  
7. Total fee (37 CFR 3.41).....\$ **165.00**  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
**16-0752**

DO NOT USE THIS SPACE

9. Signature.  
**Josh S. Ridout**  **1/9/03**  
Name of Person Signing Signature Date  
Total number of pages including cover sheet, attachments, and document: **11**

01/14/2003 GT0N11 00000069 75864149

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

01 FC:8521  
02 FC:8522  
40.00 OP  
125.00 OP

TRADEMARK  
REEL: 002649 FRAME: 0215

**ATTACHMENT TO RECORDATION COVER SHEET**

Applications

“LIGHTENING WHITE”

Serial No. 75/864,149

Registrations

“NATURAL WHITE EXTREME”

Reg. No. 2,652,569

“WARM & FORM”

Reg. No. 2,451,678

“MISCELLANEOUS DESIGN”

Reg. No. 2,004,282

“NATURAL WHITE”

Reg. No. 2,078,448

“SOFT POLISH”

Reg. No. 2,407,043

## 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.

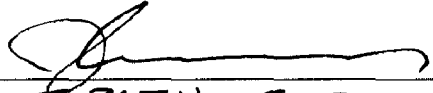
[signature pages follow]

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.

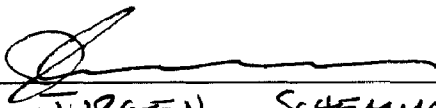
NATURAL WHITE, INC., a New York corporation

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 SCHEMMEER  
Title: PRES.

NATURAL WHITE DIRECT, INC.

By:   
Name: JURGEN SCHEMMEER  
Title: PRES.

[SIGNATURE PAGE 2 OF 2 TO ASSIGNMENT OF TRADEMARKS]

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 |
|-----------------|-------------|

**Germany**

Applications

|                         |              |
|-------------------------|--------------|
| “NATURAL WHITE EXTREME” | DE 302428496 |
|-------------------------|--------------|

**Other Jurisdictions**

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

OC/296343.1

LA/829357.2

**TRADEMARK**  
**REEL: 002649 FRAME: 0221**

| 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    |

OC/296343.1

OC/296343.1

**TRADEMARK**  
**REEL: 002649 FRAME: 0222**



| 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      |