

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jonathan B. Levine		12/10/2003	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	GoSMILE, Inc.
Street Address:	485 5th Avenue
Internal Address:	3rd Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10017
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2708745	FOR WHITENING ON THE GO
Registration Number:	2566285	GO SMILE
Serial Number:	76382722	TOOTH WHITENING ON THE GO

CORRESPONDENCE DATA	
Fax Number:	(703)610-6200
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	703-610-6147
Email:	boxip@hhlaw.com
Correspondent Name:	Timothy J. Lyden
Address Line 1:	8300 Greensboro Drive, Suite 1100
Address Line 2:	Box Intellectual Property
Address Line 4:	McLean, VIRGINIA 22102

ATTORNEY DOCKET NUMBER:	98551.01
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NAME OF SUBMITTER:	Timothy J. Lyden
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CH \$90.00 2708745

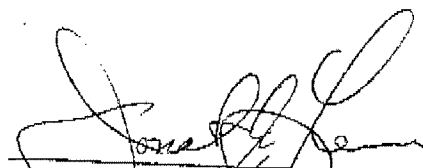
Total Attachments: 2
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ASSIGNMENT

Whereas, JONATHAN B. LEVINE, a Sole Proprietor and Citizen of the United States of America, whose address is 923 Fifth Avenue, 1st Floor, New York, NY 10021, is the owner of the Trademarks covered by the following United States Trademark Registration Nos.: 2,708,745 for the mark "FOR WHITENING ON THE GO" (registered April 22, 2003); and 2,566,285 for the mark "GO SMILE" (registered April 30, 2002); and is the owner of the Trademark that is the subject of Application Serial No.: 76/382,722 for the mark "TOOTH WHITENING ON THE GO" (filed March 18, 2002), hereinafter referred to as the "Trademarks"; and

Whereas, GOSMILE, INC., a corporation of the State of Delaware, having a place of business at 485 5th Avenue, 3rd Floor, New York, NY 10017, is desirous of acquiring said Trademarks;

Now therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, JONATHAN B. LEVINE does hereby assign to GoSMILE, INC. all right, title, and interest in and to the Trademarks and the goodwill of the business symbolized thereby.


By JONATHAN B. LEVINE
Sole Proprietor

ASSIGNMENT: Levine/Gosmile

State of New York
County of New York

On this 10th day of December, 2003, before me appeared JONATHAN B. LEVINE, the person who signed this instrument, who acknowledged that he signed it as a free act on his own behalf.



Notary Public

BARBARA ALLEN BOWKEN
Notary Public, State of New York
No. 01804959584
Qualified in Kings County
Commission Expires Dec. 4, 05

My Commission Expires: