

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
Ivoclar AG		01/02/2001	CORPORATION: LIECHTENSTEIN

RECEIVING PARTY DATA	
Name:	Ivoclar Vivadent, Inc.
Street Address:	175 Pineview Drive
City:	Amherst
State/Country:	MASSACHUSETTS
Postal Code:	14228
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2147470	EMPRESS

CORRESPONDENCE DATA	
Fax Number:	(585)258-2821
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	bnoren@underberg-kessler.com
Correspondent Name:	Beverly Noren c/o Underberg & Kessler
Address Line 1:	1800 Chase Square
Address Line 4:	Rochester, NEW YORK 14604

NAME OF SUBMITTER:	Beverly Noren
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Total Attachments: 2 source=EMPRESSAssignment#page1.tif source=EMPRESSAssignment#page2.tif
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OP \$40.00 2147470

ASSIGNMENT OF TRADEMARK

TO ALL WHOM IT MAY CONCERN, be it known:

WHEREAS, Ivoclar AG, a corporation duly organized and existing under the laws of the country of Liechtenstein, and having a place of business at Bendererstrasse 2, Schaan, FL-9494, Liechtenstein (the "Assignor") has used and continues to use the trademark, "EMPRESS", registered in the United States Patent and Trademark Office on March 31, 1998, Registration Number 2147470 (the "Mark"); and

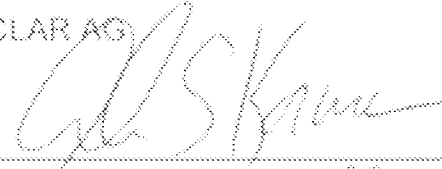
WHEREAS, Ivoclar Vivadent, Inc., a corporation formerly named Ivoclar North America, Inc., duly organized and existing under the laws of the State of Delaware, and having a place of business at 175 Pineview Drive, Amherst, New York 14228 (the "Assignee") desires to acquire any and all rights that the Assignor may have in and to the Mark and the registration therefor, together with the goodwill of Assignor's business connected with the Mark, with which the Mark is used and which is symbolized by the Mark (the "Goodwill"), along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign onto the Assignee all right, title and interest in and to the Mark and the registration therefor, together with the Goodwill and the right to recover for damages and profits for past infringements thereof;

The Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's right, title and interest in and to the Mark in the Assignee and to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Effective January 2, 2001

IVOCLAR AG

By: 
Title: VP & General Counsel