

10-01-2003



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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):

9.29.03

Etablissement Vivadent

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 09/18/2003

2. Name and address of receiving party(ies)

Name: Ivoclar Vivadent AG

Internal Address:

Street Address: FL9494

City: Schaan Liechtenstein State: Zip:

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Liechtenstein 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) 764020; 1590448; 1474715; 817872; 1918686; 1803601

Additional number(s) attached Yes No

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

Name: Beverly Noren, Paralegal

Internal Address: Underberg & Kessler LLP

Street Address: 1800 Chase Square

City: Rochester State: NY Zip: 14604

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:

DO NOT USE THIS SPACE

9. Signature.

Beverly Noren Name of Person Signing

Beverly Noren Signature

09/23/2003 Date

Total number of pages including cover sheet, attachments, and document: 5

10/01/2003 LNUELLER 0000233 764020

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

01 FC:0521 02 FC:0522

40.00 OP 125.00 OP

TRADEMARK REEL: 002836 FRAME: 0246

ASSIGNMENT OF TRADEMARK

TO ALL WHOM IT MAY CONCERN, be it known:

WHEREAS, Etablissement Vivadent, a corporation duly organized and existing under the laws of Liechtenstein, and having a place of business at FL 9494, Schaan, Liechtenstein (the "Assignor") is the owner of all right, title and interest in and to the trademarks identified on Schedule A attached hereto (the "Marks"); and

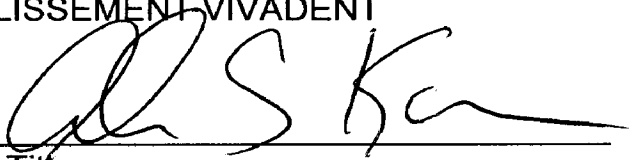
WHEREAS, Ivoclar Vivadent AG, a corporation duly organized and existing under the laws of Liechtenstein, and having a place of business at FL 9494, Schaan, Liechtenstein (the "Assignee") desires to acquire any and all rights that the Assignor may have in and to the Marks and the registrations therefor, together with the goodwill of Assignor's business connected with the Marks, with which the Marks are used and which is symbolized by the Marks (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 Marks and the registrations 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 Marks 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.

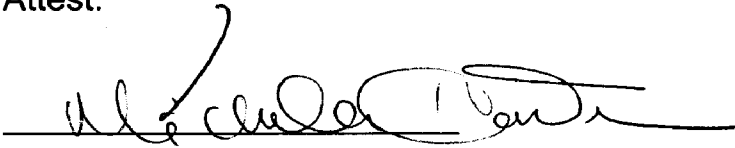
ETABLISSEMENT VIVADENT

BY:



Title Attorney

Attest:



Date: 9-18-03

Schedule A

TRADEMARK

REGISTRATION NO.

BIOCHROMATIC
HELIO PROGRESS
HELIOSEAL
SILAMAT
SYNTAC
TETRIC

764020
1590448
1474715
817872
1918686
1803601