

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Henry Schein Ash Arcona Inc.		07/19/2005	CORPORATION: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HSI Service Corp.		
<b>Street Address:</b>	220 Continental Drive, Suite 115		
<b>City:</b>	Newark		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19713		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78336238	PURERINSE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)226-1995		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	ajakobsson@yeellp.com		
<b>Correspondent Name:</b>	Donovan & Yee LLP		
<b>Address Line 1:</b>	110 Greene Street, Suite 700		
<b>Address Line 4:</b>	New York, NEW YORK 10012		
<b>NAME OF SUBMITTER:</b>	Anna Jakobsson		
<b>Signature:</b>	/Anna Jakobsson/		
<b>Date:</b>	07/20/2005		

OP \$40.00 78336238

**Total Attachments: 3**  
 source=Assign doc to HSI#page1.tif  
 source=Assign doc to HSI#page2.tif



ASSIGNMENT OF TRADEMARKS

WHEREAS, HENRY SCHEIN ASH ARCONA INC., an Ontario corporation, having a principal place of business at 345 Townline Road, Niagara-on-the-Lake, Ontario, L0S 1J0 Canada (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks set forth in the SCHEDULE OF TRADEMARKS annexed hereto (hereinafter referred to as the "TRADEMARKS"); and

WHEREAS, HSI SERVICE CORP., a Delaware corporation, having a principal place of business at 220 Continental Drive, Suite 115, Newark, Delaware 19713, United States of America (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS;

NOW THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE the entire right, title and interest of ASSIGNOR in and to the TRADEMARKS together with the goodwill of the business associated with the TRADEMARKS and the applications thereof;

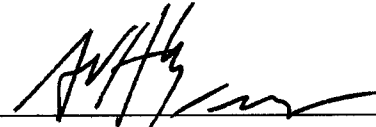
ASSIGNOR, does hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns all claims for damages by reason of past infringement of the TRADEMARKS, the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representative; and

ASSIGNOR further agrees to execute such further documents as may be required to record ASSIGNEE as the owner of the TRADEMARKS and applications herein assigned.

IN WITNESS WHEREOF, the parties have executed this instrument this 19<sup>th</sup> day of

July, 2005.

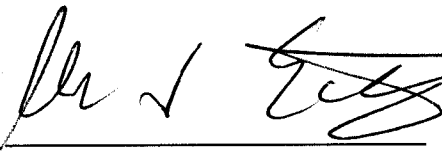
HENRY SCHEIN ASH ARCONA INC.

By: 

Name: Ash V.H. Baker

Title: Corporate Counsel and Secretary

HSI SERVICE CORP.

By: 

Name: Michael Ettinger

Title: Vice President

SCHEDULE OF TRADEMARKS

CANADA

<u>MARK</u>	<u>APPLICATION NO.</u>
AT ASH TEMPLE DESIGN	1,212,785
DENTIST'S CHOICE	1,212,786
EQUITY LEASING	1,212,788
EQUITY PROFESSIONAL SERVICES	1,212,787
SERVIDENT	1,212,789
ASH TEMPLE	1,142,514
PURERINSE	1,198,456

UNITED STATES

<u>MARK</u>	<u>APPLICATION NO.</u>
PURERINSE	78/336,238