

**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>    |
| Guthy-Renker Corporation         |  | 04/13/2006                               | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>      |  |  |                       |
| <b>Name:</b>                     | Perfect Smile Corporation  |  |                       |
| <b>Street Address:</b>           | 29313 Clemens Road   |  |                       |
| <b>Internal Address:</b>         | Unit 2M  |  |                       |
| <b>City:</b>                     | Westlake   |  |                       |
| <b>State/Country:</b>            | OHIO   |  |                       |
| <b>Postal Code:</b>              | 44145  |  |                       |
| <b>Entity Type:</b>              | CORPORATION: DELAWARE  |  |                       |
| <b>PROPERTY NUMBERS Total: 1</b> |  |  |                       |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>                         |                       |
| Registration Number:             | 2375570  | THE PERFECT SMILE TOOTH WHITENING SYSTEM |                       |
| <b>CORRESPONDENCE DATA</b>       |  |  |                       |
| <b>Fax Number:</b>               | (614)436-0057  |  |                       |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |  |                       |
| <b>Phone:</b>                    | 614.436.0600   |  |                       |
| <b>Email:</b>                    | smueller@muellersmith.com  |  |                       |
| <b>Correspondent Name:</b>       | Jerry K. Mueller, Jr.  |  |                       |
| <b>Address Line 1:</b>           | 7700 Rivers Edge Drive   |  |                       |
| <b>Address Line 2:</b>           | Mueller-Smith Building   |  |                       |
| <b>Address Line 4:</b>           | Columbus, OHIO 43235-1355  |  |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>   | PSC  |  |                       |
| <b>NAME OF SUBMITTER:</b>        | Jerry K. Mueller, Jr.  |  |                       |
| <b>Signature:</b>                | /J.K. Mueller, Jr./  |  |                       |

CH \$40.00 2375570

Date:

04/21/2006

Total Attachments: 2

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**ASSIGNMENT OF REGISTERED TRADEMARK**

**WHEREAS**, Guthy-Renker Corporation, a corporation of the State of Delaware, having its principal office at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92269, has adopted, used, and is using, and is the owner of the following trademark, now registered in the United States Patent and Trademark Office:

| <i>Trademark</i>                               | <i>Registration No.</i> | <i>Registration Date</i> |
|--|-------------------------|--------------------------|
| THE PERFECT SMILE<br>TOOTH WHITENING<br>SYSTEM | 2,375,570               | August 8, 2000           |

**WHEREAS**, Perfect Smile Corporation, a corporation of the State of Delaware, having its principal office at 293113 Clemens Road, Unit 2M, Westlake, OH 44145, is desirous of acquiring trademark and the registration therefor,

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Guthy-Renker Corporation does hereby assign unto Perfect Smile Corporation, all right, title, and interest in and to said mark, THE PERFECT SMILE TOOTH WHITENING SYSTEM, together with the good will of the business symbolized by the mark and their rights under Registration No. 2,375,570.

Signed at <sup>Santa Monica</sup> B, this 13 day of April 2006.

**GUTHY-RENKER CORPORATION**

*B. Van de Bunt*

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State of California )  
 ) ss:  
 County of \_\_\_\_\_ )

On this \_\_\_\_ day of March 2006, personally appeared \_\_\_\_\_, to me known and known to me to be the \_\_\_\_\_ of Guthy-Renker Corporation, the assignor above named, and acknowledged that (s)he executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

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**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of Los Angeles

} ss.  
Karen R. Elmore, Notary Public  
Name and Title of Officer (e.g., "Jane Doe, Notary Public")

On 4-14-06,  
Date

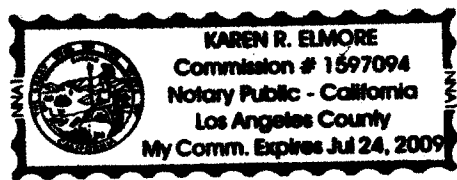
before me,

personally appeared

Bennett Van de Bunt  
Name(s) of Signer(s)

personally known to me

proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Karen R. Elmore  
Signature of Notary Public

Place Notary Seal Above

**OPTIONAL**

*Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.*

**Description of Attached Document**

Title or Type of Document: Registered Trademark

Document Date: 4-13-06 Number of Pages: 1

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

- Signer's Name: Bennett Van de Bunt
- Individual
  - Corporate Officer — Title(s): \_\_\_\_\_
  - Partner —  Limited  General
  - Attorney in Fact
  - Trustee
  - Guardian or Conservator
  - Other: \_\_\_\_\_

**RIGHT THUMBPRINT OF SIGNER**  
 Top of thumb here

Signer Is Representing: \_\_\_\_\_

- Signer's Name: \_\_\_\_\_
- Individual
  - Corporate Officer — Title(s): \_\_\_\_\_
  - Partner —  Limited  General
  - Attorney in Fact
  - Trustee
  - Guardian or Conservator
  - Other: \_\_\_\_\_

**RIGHT THUMBPRINT OF SIGNER**  
 Top of thumb here

Signer Is Representing: \_\_\_\_\_