

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dentco, Inc.		10/16/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	SmithKline Beecham Corporation
Street Address:	709 Swedeland Road, UW2221
City:	King of Prussia
State/Country:	PENNSYLVANIA
Postal Code:	19406
Entity Type:	CORPORATION: PENNSYLVANIA

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	78924170	SENSODYNE FULL PROTECTION FORMULA
Serial Number:	78900258	SENSODYNE ACTIVE
Serial Number:	78733418	SENSODYNE
Serial Number:	78738940	SENSODYNE PRO-NAMEL
Serial Number:	78738283	SENSODYNE PRONAMEL
Serial Number:	78370309	SENSODYNE GENTLE
Registration Number:	2882822	SENSODYNE FULL PROTECTION
Registration Number:	2630957	SENSODYNE D DENTIST RECOMMENDED BRAND
Registration Number:	2891694	SENSODYNE D DENTIST RECOMMENDED BRAND
Registration Number:	2571321	RX SENSODYNE 2X A DAY EVERY DAY
Registration Number:	2630956	SENSODYNE
Registration Number:	2532111	SENSODYNE
Registration Number:	2534209	SENSODYNE
Registration Number:	2573446	RX SENSODYNE 2X A DAY EVERY DAY

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Registration Number:	1860965	SENSODYNE
Registration Number:	0875774	SENSODYNE
Registration Number:	0716963	SENSODYNE

CORRESPONDENCE DATA

Fax Number: (202)331-4308
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (202)663-7409
Email: tm@sughrue.com
Correspondent Name: Leigh A. Lindquist
Address Line 1: 2100 Pennsylvania Ave., N.W.
Address Line 4: Washington, DISTRICT OF COLUMBIA 20037-3213

ATTORNEY DOCKET NUMBER:	S10220
NAME OF SUBMITTER:	Leigh A. Lindquist
Signature:	/Leigh A. Lindquist/
Date:	10/20/2006

Total Attachments: 2
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ASSIGNMENT

WHEREAS, Dentco, Inc. ("Assignor"), a corporation organized under the laws of Delaware with an address of 2711 Centerville Road, Wilmington, Delaware 198080 holds various trademarks ("the Marks") as more fully detailed in attached Schedule A; and


WHEREAS, Assignor is the owner of the Marks which are the subject of the U.S. Trademark Registrations and pending U.S. Trademark applications described in Schedule A; and

WHEREAS, SmithKline Beecham Corporation, a Pennsylvania Corporation, with a business address of 709 Swedeland Road LW2221, King of Prussia, Pennsylvania 19406, is desirous of acquiring the Marks and the corresponding application and registrations identified in Schedule A, and the goodwill symbolized by the Marks; and

WHEREAS, Assignee is a successor to the ongoing and existing business of Assignor to which the marks detailed in Schedule A pertain,

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to, along with the ongoing business and goodwill associated with, the Properties and corresponding registrations identified in Schedule A.

Date: October 16, 2006

By: 

Name: Christopher Sidoti

Title: Assistant Secretary

SCHEDULE A

<i>Mark</i>	<i>Registration/Serial No.</i>	<i>Registration/Filing Date</i>
SENSODYNE FULL PROTECTION FORMULA	78/924,170	07/07/06
SENSODYNE ACTIVE	78/900,258	06/05/06
SENSODYNE	78/733,418	10/14/05
SENSODYNE PRO-NAMEL	78/738,940	10/24/05
SENSODYNE PRONAMEL	78/738,283	10/21/05
SENSODYNE GENTLE	78/370,309	02/19/04
SENSODYNE FULL PROTECTION	2,882,822	09/07/04
SENSODYNE D DENTIST RECOMMENDED BRAND	2,630,957	10/08/02
SENSODYNE D DENTIST RECOMMENDED BRAND	2,891,694	10/05/04
RX SENSODYNE 2X A DAY EVERY DAY	2,571,321	05/21/02
SENSODYNE	2,630,956	10/08/02
SENSODYNE	2,532,111	01/22/02
SENSODYNE	2,534,209	06/08/01
RX SENSODYNE 2X A DAY EVERY DAY	2,573,446	05/28/02
SENSODYNE	1,860,965	11/01/94
SENSODYNE	875,774	08/26/69
SENSODYNE	716,963	06/13/61