

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.		07/10/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Stafford-Miller (Ireland) Limited
Street Address:	Clocherane, Youghal Road
City:	Dungarvan, Co. Waterford
State/Country:	IRELAND
Entity Type:	CORPORATION: IRELAND

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	0876710	
Registration Number:	2748954	FRESH IMPACT
Registration Number:	2704544	HELPS YOU ENJOY MORE OF YOUR FAVORITE FOODS
Serial Number:	78299508	LIQUID POLIGRIP
Registration Number:	0444018	POLIGRIP
Registration Number:	3051679	POLIGRIP COMFORT SEAL
Serial Number:	78337566	POLIGRIP COMFORT STRIPS
Registration Number:	2697808	POLIGRIP
Registration Number:	2697807	POLIGRIP
Registration Number:	2780742	POLIGRIP OOZE-CONTROL TIP
Registration Number:	2809510	POLISEAL
Registration Number:	1766479	SENSOGARD
Serial Number:	78354642	SPECTRUM
Registration Number:	2697809	SUPER POLIGRIP
Registration Number:	2780743	SUPER POLIGRIP OOZE-CONTROL TIP

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Registration Number:	2700244	SUPER POLIGRIP
Serial Number:	78498120	SUPER POLIGRIP COMFORT SEAL STRIPS DENTURE ADHESIVE STRONG ALL-DAY HOLD WITHOUT THE MESS OR OOZE* OF CREAMS FOR UPPERS, LOWERS & PARTIALS
Registration Number:	2704545	SUPER POLIGRIP
Serial Number:	78504183	SUPER POLIGRIP THE DENTURE CARE EXPERTS
Serial Number:	78777152	THE DENTURE CARE EXPERTS

CORRESPONDENCE DATA

Fax Number: (610)270-7177
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 6
Email: trademarks@gsk.com
Correspondent Name: Terence A. Dixon
Address Line 1: 709 Swedeland Road
Address Line 2: UW2221
Address Line 4: King of Prussia, PENNSYLVANIA 19406

DOMESTIC REPRESENTATIVE

Name: Terence A. Dixon
Address Line 1: 709 Swedeland Road
Address Line 2: UW2221
Address Line 4: King of Prussia, PENNSYLVANIA 19406

NAME OF SUBMITTER:	Terence A. Dixon
Signature:	/tad/
Date:	07/11/2007

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Denteo, Inc., a US corporation, (hereinafter called "Assignor") is the owner of the following US trademark registrations:

CIRCLES device 01 (basic US device), Reg. No. 876710
FRESH IMPACT, Reg. No. 2748954
HELPS YOU ENJOY MORE OF YOUR FAVORITE FOODS, Reg. No. 2704544
LIQUID POLIGRIP, Appl. No. 78299508
POLIGRIP, Reg. No. 444018
POLIGRIP COMFORT SEAL, Reg. No. 3051679
POLIGRIP COMFORT STRIPS, Appl. No. 78337566
POLIGRIP device, Reg. No. 2697808
POLIGRIP device (blue), Reg. No. 2697807
POLIGRIP OOZE-CONTROL TIP, Reg. No. 2780742
POLISEAL, Reg. No. 2809510
SENSOGARD, Reg. No. 1766479
SPECTRUM, Appl. No. 78354642
SUPER POLIGRIP, Reg. No. 2697809
SUPER POLIGRIP OOZE-CONTROL TIP, Reg. No. 2780743
SUPER POLIGRIP packaging device, Reg. No. 2700244
SUPER POLIGRIP packaging device (in colour)(red/blue/purple), Appl. No. 78498120
SUPER POLIGRIP packaging device (red and blue), Reg. No. 2704545
SUPER POLIGRIP THE DENTURE CARE EXPERTS, Appl. No. 78504183
THE DENTURE CARE EXPERTS, Appl. No. 78777152

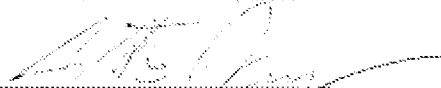
and

WHEREAS, Stafford-Miller (Ireland) Limited, an Ireland corporation, of Clocherane, Youghal Road, Dungarvan, Co. Waterford, Ireland (hereinafter called "Assignee") is desirous of acquiring said registration of the Trademarks.

NOW THEREFORE, for consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the above listed trademarks together with the goodwill herewith.

IN WITNESS WHEREOF, the Assignor has caused this document to be executed by its duly authorized officer on this 10th day of July, 2007.

ASSIGNOR: Denteo, Inc.

by: 

Name: Scott E. Thompson

Title: Assistant Secretary