

TRADEMARK ASSIGNMENT

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 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
Marc Mordecai Liechtung, DMD P.C.		10/03/2008	Professional Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	SOS IPCO LLC		
Street Address:	462 Seventh Avenue		
Internal Address:	29th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3252363	SNAP-ON SMILE	
Serial Number:	77401660	MULTI-PURPOSE RESTORATIVE APPLIANCE	
Serial Number:	77401666	NO SHOTS. NO DRILLING. NO ADHESIVES.	
CORRESPONDENCE DATA			
Fax Number:	(212)492-0603		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2123733603		
Email:	lsilber@paulweiss.com, hranucci@paulweiss.com		
Correspondent Name:	Lindsay N. Silber		
Address Line 1:	1285 Avenue of the Americas		
Address Line 2:	c/o Paul, Weiss, LLP		
Address Line 4:	New York, NEW YORK 10019-6064		
ATTORNEY DOCKET NUMBER:	16738-002		

CH \$90.00 3252363

NAME OF SUBMITTER:	Lindsay N. Silber
Signature:	/lindsaynsilber/
Date:	10/07/2008
Total Attachments: 3 source=snap on smile trademark assignment#page1.tif source=snap on smile trademark assignment#page2.tif source=snap on smile trademark assignment#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, MARC MORDECAI LIECHTUNG, DMD P.C., a New York professional corporation doing business at 1995 Broadway, Suite 200, New York, New York 10023 ("Assignor"), has adopted, acquired, used and is using in its business or otherwise owns certain trademarks (the "Marks"), including without limitation those listed on the attached Schedule A which is made a part hereof; and

WHEREAS, SOS IPCO LLC, a Delaware limited liability company doing business at 462 Seventh Avenue, 29th Floor, New York, New York 10018 ("Assignee"), is desirous of acquiring all right, title and interest in and to the Marks;

WHEREAS, Assignor and Assignee are each parties to that certain Contribution, Assignment and Assumption Agreement of even date, whereby Assignor agreed, among other things, to assign the Marks to Assignee;

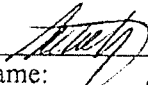
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer, convey and deliver unto Assignee, its successors and assigns all of its right, title and interest in and to the Marks, together with all the goodwill of the business associated therewith and which is symbolized thereby, and together with all rights to sue for infringement of any of the Marks, whether arising prior to or subsequent to the date of this assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the intent hereof being to substitute Assignee in the place of Assignor.

Assignor authorizes the Commissioner of Patents and Trademarks of the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, legal representatives and assigns in accordance with the terms of this Assignment. Assignor further agrees to execute such further documents or instruments as may be reasonably required to record Assignee as the owner of the Marks and registrations and applications herein assigned.

IN WITNESS WHEREOF, Assignor has caused this instrument to be duly executed as of this 3rd day of October, 2008.

[Signature set forth on the following page]

MARC MORDECAI LIECHTUNG, DMD
P.C.

By:  _____
Name: Mordecai Marc Liechtung, DMD
Title: President and Secretary

Schedule A

<u>U.S. Serial No.</u>	<u>U.S. Registration No.</u>	<u>Mark Name</u>
78/593979	3,252,363	SNAP-ON SMILE
77/401,660	N/A	MULTI-PURPOSE RESTORATIVE APPLIANCE
77/401,666	N/A	NO SHOTS. NO DRILLING. NO ADHESIVES.