

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
Gebauer Company		08/29/2008	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Gebauer Oral Care LLC		
Street Address:	4444 East 153rd Street		
City:	Cleveland		
State/Country:	OHIO		
Postal Code:	44128		
Entity Type:	LIMITED LIABILITY COMPANY: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1119909	SALIVART	
Registration Number:	2744675	SALIVART ORAL MOISTURIZER	
CORRESPONDENCE DATA			
Fax Number:	(216)579-6073		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	216-579-1700		
Email:	dpeterlin@pearne.com		
Correspondent Name:	Joseph J. Corso/Pearne & Gordon LLP		
Address Line 1:	1801 East Ninth Street, Suite 1200		
Address Line 4:	Cleveland, OHIO 44114-3108		
ATTORNEY DOCKET NUMBER:	GBR1-29482		
NAME OF SUBMITTER:	Joseph J. Corso		
Signature:	/joseph j corso/		
Date:	06/11/2009		

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Total Attachments: 2

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ASSIGNMENT OF TRADEMARK RIGHTS

BE IT KNOWN THAT in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Gebauer Company, an Ohio Corporation, has as of August 29, 2008, sold, assigned, and transferred to Gebauer Oral Care LLC, an Ohio limited liability company, and its successors and assigns:

All right, title, and interest in the United States and throughout the world in and to the marks SALIVART and SALIVART ORAL MOISTURIZER, including without limitation the entire right, title, and interest in and to the registrations for such marks throughout the world including without limitation the registrations listed on Schedule A attached hereto and made a part hereof, and the entire right, title, and interest in the United States and throughout the world in and to all common law rights in and to the marks to which said registrations pertain, together with the good will of the business associated with the marks, and all claims for past royalties for licensing the marks and the right to sue for past infringement of each of such marks.

Gebauer Company

By: J. David O'Halloran
J. David O'Halloran
President and Chief Operating Officer

Date: August 29, 2008

Signed and acknowledged
in the presence of:

John C. Sullivan
Name:

Date: 8-29-08

SCHEDULE A

TRADEMARK REGISTRATIONS

United States

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
SALIVART	1,119,909	June 12, 1979
SALIVART ORAL MOISTURIZER	2,744,675	July 29, 2003

Canada

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
SALIVART	262,042	September 4, 1981

European Union

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
SALIVART	205096	August 24, 1998

Israel

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
SALIVART	78999	December 20, 1993