

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
M. Marc Liechtung		03/18/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Den-Mat Holdings, LLC		
Street Address:	2727 Skyway Drive		
City:	Santa Maria		
State/Country:	CALIFORNIA		
Postal Code:	93455		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77903753	SNAP ON SMILE TRANSITIONAL APPLIANCE	
CORRESPONDENCE DATA			
Fax Number:	(973)621-7406		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	973-621-9020		
Email:	rbrosen@hlgslaw.com		
Correspondent Name:	Robert B. Rosen		
Address Line 1:	One Gateway Center		
Address Line 2:	8th Floor		
Address Line 4:	Newark, NEW JERSEY 07102		
ATTORNEY DOCKET NUMBER:	13905		
NAME OF SUBMITTER:	Robert B. Rosen		
Signature:	/Robert B. Rosen/		
Date:	03/24/2010		

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Total Attachments: 5

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is effective as of March 18, 2010 (the "Effective Date") by and between M. MARC LIECHTUNG, an individual with an office located at 1995 Broadway, New York, NY 10023 ("Assignor") and DEN-MAT HOLDINGS, LLC, a Delaware limited liability company with its principal place of business at 2727 Skyway Drive, Santa Maria, CA 93455 ("Assignee").

WITNESSETH:

WHEREAS, in consideration for Assignee's execution of, and performance under, the Asset Purchase Agreement between and among SOS OPCO LLC, SOS IPCO LLC, and Assignee dated March 4, 2010 (the "Purchase Agreement"), and for other good and valuable consideration, Assignor agreed to convey, transfer, assign and deliver to Assignee, and Assignee agreed to acquire from Assignor all of Assignor's right, title and interest in and to the trade name and trademark set forth on Schedule A (the "Mark(s)");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. Assignor hereby assigns, transfers and conveys to Assignee any and all of his right, title and interest worldwide in and to the Mark, together with all related common-law rights and the goodwill of the business associated therewith or symbolized thereby.
2. Assignee is to hold all right, title and interest in and to the Mark as fully and exclusively as it would have been held and enjoyed by Assignor had the assignment in Section 1 above not been made.
3. This Assignment shall be deemed effective as between the parties as of the Effective Date.
4. Assignor will, at Assignee's request and reasonable expense, take such commercially reasonable further actions and execute promptly such further documents as are reasonably necessary or desirable to transfer, vest, record and perfect good, valid and marketable title to the Mark in Assignee. Other than as set forth in the foregoing sentence, Assignor shall have no obligation to defend or protect the Mark as against claims asserted by third parties. Assignor hereby authorizes Assignee to request the relevant government entity or agency, in each applicable country or jurisdiction, to record Assignee as the assignee and owner of the Mark.
5. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same instrument.

6. This Assignment shall be governed in all respects by the laws of the State of New York.

[SIGNATURE PAGE FOLLOWS.]

IN WITNESS WHEREOF, the parties hereto execute this Assignment as of the date first above written.



M. MARC LIECHTUNG

DEN-MAT HOLDINGS, LLC

By: _____
Name: Stephen A. Ziskind
Title: Chief Executive Officer

Signature Page to Trademark Assignment

TRADEMARK
REEL: 004173 FRAME: 0076

IN WITNESS WHEREOF, the parties hereto execute this Assignment as of the date first above written.

M. MARC LIECHTUNG

DEN-MAT HOLDINGS, LLC

By: _____

Name: Stephen A. Ziskind

Title: Chief Executive Officer

SCHEDULE A TO TRADEMARK ASSIGNMENT

SNAP ON SMILE TRANSITIONAL APPLIANCE

U.S. Serial No. 77/903753