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To the Director of the U. S. Patent and Trademark Office, send the enclosed documents or the new address(es) below.

**1. Name of conveying party(ies):**

Jennifer Jablow

- Individual(s)       Association
- General Partnership       Limited Partnership
- Corporation- State: \_\_\_\_\_
- Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**3. Nature of conveyance )/Execution Date(s) :**

Execution Date(s) March 15, 2010

- Assignment       Merger
- Security Agreement       Change of Name
- Other \_\_\_\_\_

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: ORAESTHETICS, INC.

Internal Address: \_\_\_\_\_

Address: \_\_\_\_\_

Street Address: 215 East 68th Street

City: New York,

State: NY

Country: USA Zip: 10065

- Association      Citizenship \_\_\_\_\_
- General Partnership      Citizenship \_\_\_\_\_
- Limited Partnership      Citizenship \_\_\_\_\_
- Corporation      Citizenship US
- Other \_\_\_\_\_      Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

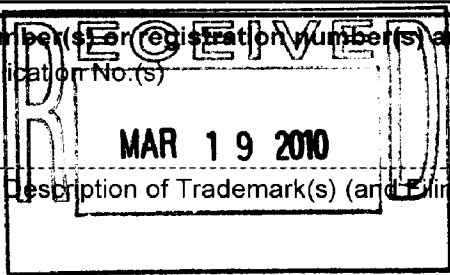
**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)  
76/679,169

B. Trademark Registration No.(s)

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):



**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Philip M. Weiss

Internal Address: WEISS & WEISS

Street Address: 300 Old Country Road  
Suite 251

City: Mineola

State: NY Zip: 11501

Phone Number: 516-739-1500

Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**6. Total number of applications and registrations involved:**

1

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00**

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card      Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 00000001 76679169

Authorized User Name \_\_\_\_\_      40.00

**9. Signature:**

Signature

March 18, 2010

Date

Philip M. Weiss

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

## TRADEMARK ASSIGNMENT

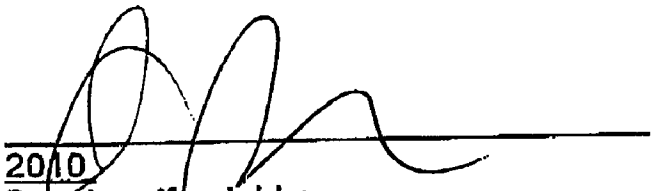
**WHEREAS, JENNIFER JABLOW**, an individual residing at 120 East 56<sup>th</sup> Street, 6<sup>th</sup> Floor, New York, NY 10022 has adopted, owns and is using the trademark **INTELLIBRIGHT** in connection with the following services:

WHITENING AND OTHER ORAL COSMETIC AND ORAL HYGIENE PRODUCTS, NAMELY, TOOTHPASTE AND MOUTHWASH; DENTAL CARE KITS COMPRISED OF TEETH WHITENING PREPARATIONS AND PEN APPLICATOR; A MAINTENANCE DEVICE COMPRISING A PEN APPLICATOR OR OTHER APPLICATOR FOR MAINTAINING WHITE TEETH

**WHEREAS, JENNIFER JABLOW** has a U.S. trademark application Serial No. 76/679,169 for the mark **INTELLIBRIGHT** in the United States Patent and Trademark Office in connection with WHITENING AND OTHER ORAL COSMETIC AND ORAL HYGIENE PRODUCTS, NAMELY, TOOTHPASTE AND MOUTHWASH; DENTAL CARE KITS COMPRISED OF TEETH WHITENING PREPARATIONS AND PEN APPLICATOR; A MAINTENANCE DEVICE COMPRISING A PEN APPLICATOR OR OTHER APPLICATOR FOR MAINTAINING WHITE TEETH in International Class 3.

**WHEREAS, ORAESTHETICS, INC.** a New York corporation, having a principal place of business at 215 East 68<sup>th</sup> Street, New York, NY 10065 desires to acquire the mark **INTELLIBRIGHT**, U.S. Trademark Application Serial No. 76/679,169.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **JENNIFER JABLOW**. hereby sells, assigns, transfers and sets over unto **ORAESTHEICS, INC.**.. the entire right, title and interest in and to the mark **INTELLIBRIGHT**, and the aforesaid Trademark Serial No. 76/679,169, including any international rights thereto; together with the goodwill of the business symbolized by the mark **INTELLIBRIGHT**, as fully and entirely as the same would have been held and enjoyed by **JENNIFER JABLOW**.

  
2010  
By: Jennifer Jablow  
Title: Applicant

March 15, 10  
Date

STATE OF NEW YORK

COUNTY OF Nassau

MAUREEN POLYE  
NOTARY PUBLIC STATE OF NEW YORK  
NO. 01PO4828902  
QUALIFIED IN NASSAU COUNTY  
COMMISSION EXPIRES 20 10

Before me personally appeared Jennifer Jablow  
\_\_\_\_\_ and to me known and known by me to  
be the person(s) of such name(s) who signed  
and sealed the foregoing instrument; and the  
said person(s) acknowledged the same to be  
the free act(s) and deed(s) of those person(s)  
on the day and year aforesaid.

  
Notary Public