

03-24-2010

3-18-10



103592682

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

1. Name of conveying party(ies):

Jennifer Jablow

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

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
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: ORAESTHETICS, INC.

Internal 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 - New York
- 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.

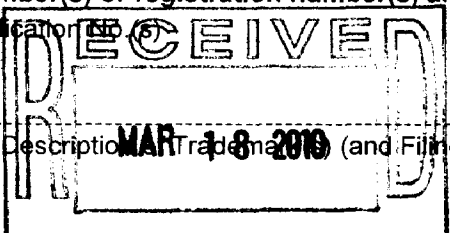
A. Trademark Application No. 5

B. Trademark Registration No.(s)

3,598,904

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark (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 03/23/2010 LMUELLER 00000038 3598904

Authorized User Name 01 FC:8521 40.00 DP

9. Signature:

Philip Weiss

Signature

March 17, 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 56th Street, 6th Floor, New York, NY 10022 has adopted, owns and is using the trademark **INTELLIWHITE** 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

WHEREAS, JENNIFER JABLOW has a U.S. trademark Registration No. 3,598,904 for the mark **INTELLIWHITE** 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 IN INTERNATIONAL CLASS 35.

WHEREAS, ORAESTHETICS, INC. a New York corporation, having a principal place of business at 215 East 68th Street, New York, NY 10065 desires to acquire the mark **INTELLIWHITE**, U.S. Trademark Reg. No. 3,598,904.

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 **INTELLIWHITE**, and the aforesaid Trademark Reg. No. 3,598,904 including

any international rights thereto; together with the goodwill of the business symbolized by the mark INTELLIWHITE, 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

:
: SS.:
: 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.

Maureen Polye
Notary Public