

03-24-2010

3-19-10



103592684

To the Director of the U. S. Patent and Trademark Office and the attached 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: \_\_\_\_\_  
 Street Address: 215 East 68th Street  
 City: New York,  
 State: NY  
 Country: USA      Zip: 10065

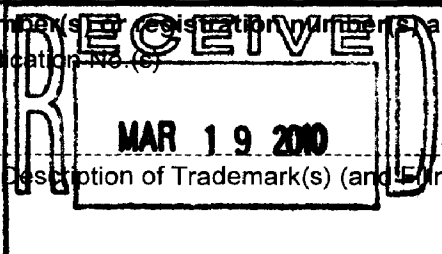
- Association      Citizenship \_\_\_\_\_
- General Partnership      Citizenship \_\_\_\_\_
- Limited Partnership      Citizenship \_\_\_\_\_
- Corporation      Citizenship New York
- Other \_\_\_\_\_      Citizenship \_\_\_\_\_

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. (s)  
76/672,857

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 03/24/2010 MIAMA1 00000002 76672857

Authorized User Name 01 EC-8521      40.00 00

9. Signature:

*Philip M. Weiss*  
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

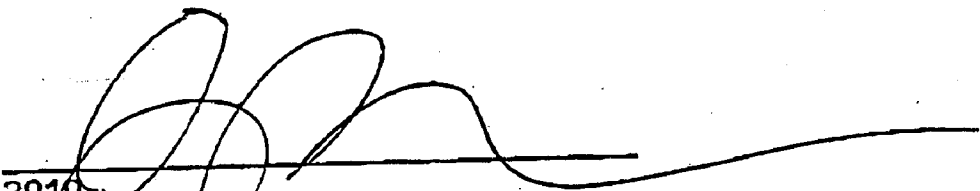
**WHEREAS, JENNIFER JABLOW**, an individual residing at 120 East 56<sup>th</sup> Street, 6<sup>th</sup> Floor, New York, NY 10022 has adopted, owns and is using the trademark **SMILE SHOWER** in connection with the following services:

ORAL COSMETIC AND ORAL HYGIENE PRODUCTS, NAMELY, TOOTHPASTES, BREATH FRESHENERS IN THE FORM OF BREATH SPRAYS, TOOTH WHITENERS IN THE FORM OF CREAMS, GELS AND PASTES, LIP TREATMENTS IN THE FORM OF NON-MEDICATED LIP CARE PREPARATIONS, AND COSMETIC PREPARATIONS FOR THE CARE OF MOUTH AND TEETH AND MEDICINAL PREPARATIONS FOR THE MOUTH AND AS SPRAYS

**WHEREAS, JENNIFER JABLOW** has a U.S. trademark application Serial No. 76/672,857 for the mark **SMILE SHOWER** in the United States Patent and Trademark Office in connection with ORAL COSMETIC AND ORAL HYGIENE PRODUCTS, NAMELY, TOOTHPASTES, BREATH FRESHENERS IN THE FORM OF BREATH SPRAYS, TOOTH WHITENERS IN THE FORM OF CREAMS, GELS AND PASTES, LIP TREATMENTS IN THE FORM OF NON-MEDICATED LIP CARE PREPARATIONS, AND COSMETIC PREPARATIONS FOR THE CARE OF MOUTH AND TEETH IN INTERNATIONAL CLASS 3; AND MEDICINAL PREPARATIONS FOR THE MOUTH AND AS SPRAYS IN INTERNATIONAL CLASS 5.

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 **SMILE SHOWER**, U.S. Trademark Application Serial No. 76/672,857.


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 **SMILE SHOWER**, and the aforesaid Trademark Application Serial No. 76/672,857 including any international rights thereto; together with the goodwill of the business symbolized by the mark **SMILE SHOWER**, 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 :  
: ss.:  
COUNTY OF Nassau :

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 STATE OF NEW YORK  
NO. 01PO4929902  
QUALIFIED IN NASSAU COUNTY  
COMMISSION EXPIRES 2012  
Notary Public