

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM630729

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stafford-Miller (Ireland) Limited		03/05/2021	Private Company Limited By Shares: IRELAND
RECEIVING PARTY DATA			
Name:	Block Drug Company, Inc.		
Street Address:	Suite 160, 100 Charles Ewing Blvd.		
Internal Address:	Corporation Service Company, Princeton South Corporate Center		
City:	Ewing		
State/Country:	NEW JERSEY		
Postal Code:	08628		
Entity Type:	Private Company Limited By Shares: NEW JERSEY		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	90068933	SENSODYNE S	
Serial Number:	90068948	SENSODYNE S	
Serial Number:	90068942	S	
Serial Number:	90300114		
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	973-900-3343		
Email:	trademarks@gsk.com		
Correspondent Name:	Michele A. Farber		
Address Line 1:	184 Liberty Corner Road		
Address Line 4:	Warren, NEW JERSEY 07059		
NAME OF SUBMITTER:	Jennifer C. Smith		
SIGNATURE:	/jcs/		
DATE SIGNED:	03/09/2021		
Total Attachments: 2			
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UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, Stafford-Miller (Ireland) Limited, a *(Ireland, private company limited by shares)*, with an address of Clocherane, Youghal Road, Dungarvan Co. Waterford, Ireland, ("Assignor"), is the owner of the trademark(s) set forth in Schedule A (the "Mark(s)"), including all rights under common law, the corresponding registrations and applications therefor, and the goodwill appurtenant thereto; and

WHEREAS, Block Drug Company, Inc., a *(New Jersey, private company limited by shares)*, with an addresses of Corporation Service Company, Princeton South Corporate Center, Suite 160, 100 Charles Ewing Blvd, Ewing New Jersey 08628, United States ("Assignee"), desires to acquire the entire right, title and interest in and to the Mark(s), including all rights under common law, together with that part of the goodwill of the business relating to the Mark(s) and which is symbolized by the Mark(s), along with the right to sue for past infringements and recover damages and profits therefor.

NOW THEREFORE, in exchange for mutual promises and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and confirm unto Assignee all rights, title and interest in and to the Mark(s), including all rights under common law, together with that part of the goodwill of the business relating to the Trademarks and which is symbolized by the Mark(s), as well as the right to recover damages and profits for past infringement therefor.

Assignor represents and warrants that it is the owner of the entire right, title, and interest in and to the Mark(s); that it has the right and power to assign ownership of the Mark(s); that there are no other agreements with any other party in conflict with such assignment; and that it knows of no third parties with prior rights that may threaten or otherwise validly challenge the rights assigned herein to the Mark(s).

IN WITNESS THEREOF, the parties hereto have caused this Agreement to be executed and delivered by their respective officers thereunto duly authorized.

(Assignor)

By: Alicia Chanrey

Name: ALICIA CHANREY

Title: AUTHORIZED ATTORNEY

Date: 5th March 2021

Schedule A

Registered Mark(s)	U.S. Application/Registration No.	Registration/Application Date
SENSODYNE and S device	90068933	23 Jul 2020
SENSODYNE and S device	90068948	23 Jul 2020
SENSODYNE S device	90068942	23 Jul 2020
Sensodyne Advanced S device (in silver)	90300114	05 Nov 2020