

09-24-1999



APPLICATION

1

IN THE UNITED STATES

101154378

OFFICE

9-13-99

In re application of V. Kim Kutsch

Group Art Unit: 1614

Application No. 09/364,397

Filed: July 30, 1999

For: Dental Bleaching Composition, Kits & Methods

Date: September 10, 1999

Examiner:

ASSIGNMENT COVER LETTER

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:

1.	Name of conveying party(ies):	<u>Execution Date:</u>
	<u>V. Kim Kutsch</u>	<u>9/2/99</u>

2. Name and address of receiving party(ies):
 Kreativ, Inc. _____
 9025 Balboa Avenue _____
 San Diego, CA 92123 _____

3. Nature of conveyance:
 Assignment
 Security Agreement
 Merger
 Change of Name
 Other: _____

4. Application No.: 09/364,397 _____
 This _____ is being filed concurrently with a new application.
 The execution date of the application is _____, 199_.

5. Please direct all correspondence concerning this document to Lori M. Friedman at the following address:

Kreativ, Inc.
P.O. Box 1047
Albany, OR 97321

09/364,397 WFR/RSO 00000128 50024 46.00 CH

6. Total number patents or applications involved: 1

7. Total fee: \$40.00.

A check for \$40.00 in payment of the assignment recording fee is enclosed.

The \$40.00 fee for recording this assignment is included in the \$ _____ check submitted in payment of the total fee.

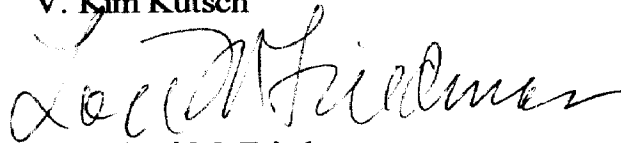
8. Please charge our Deposit Account No. 50-0224 in the amount of \$40.00.

The Commissioner is hereby authorized to charge any additional fees which may be required in connection with filing of these papers, or credit overpayment, to Account No. 50-0224

9. The information contained on this transmittal letter is true and correct to the best of the knowledge and belief of the person signing below, and any attached copy is a true copy of an original document.

Respectfully submitted,

V. Kim Kutsch



By Lori M. Friedman

Registration No. 35,143

Number of pages comprising the conveyance, cover letter, and any attachments: 3

Lori M. Friedman
Kreativ, Inc.
P.O. Box 1047
Albany, OR 97321

Customer Number 21837
Telephone: (541) 929-4784
Facsimile: (541) 929-4754

ASSIGNMENT OF INVENTION

WHEREAS, V. Kim Kutsch, Jefferson, OR, herein Assignor, has invented a certain new and useful invention (herein invention) described in PCT patent application Serial No. PCT/US 98/02933 filed February 17, 1998 and entitled Dental Bleaching Compositions, a Kit, and Methods, and further described in the United States Patent Application entitled Dental Bleaching Compositions, Kits & Methods, executed by each Assignor on the same day as this assignment of invention; and

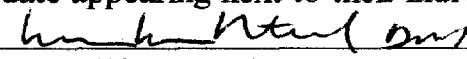
WHEREAS, Kreativ, Inc. a California Corporation, herein Assignee, whose address is 9025 Balboa Avenue, San Diego, CA 92123, desires acquiring the entire right, title, and interest in, to and under the said invention and any patent and patent application thereon;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) in hand paid, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said Assignors, have sold, assigned, transferred, set over, and by these presents do sell, assign, transfer and set over, unto the said Assignee, its successors, legal representatives and assigns, the entire right, title and interest in, to and under the said invention, and all rights in any country to any patent and patent application thereon, including priority rights thereto pursuant to the International Convention for the Protection of Industrial Property, and to all divisions, renewals, and continuations and the like of any patent application thereon, and all extensions, renewals and reissues and the of any patent thereon; and hereby authorizes and requests the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents, to issue the patents on the aforesaid applications to the said Assignee, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND THE ASSIGNORS HEREBY warrant that they have the full right to convey the interest herein assigned, and that they have not executed, and will not execute, any agreement in conflict herewith, and that the rights and benefits hereunder are free and clear of any lien, encumbrance, adverse claim or interest, and that they have not licensed anyone under the Invention or said patent applications.

AND THE ASSIGNORS HEREBY further agree to communicate to the said Assignee, its successors, legal representatives and assigns, any facts known respecting said Invention, and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuing and reissue applications and the like, make all rightful oaths or declarations, and generally do everything to aid the said Assignee, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said invention in all countries.

IN TESTIMONY WHEREOF, the Assignors hereunto set their hand and seal on the date appearing next to their individual signatures.

BY 
V. Kim Kutsch

DATE: 9/2/99