

**PATENT ASSIGNMENT**

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
M. Marc Liechtung	02/12/2008
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Snap On Smile LLC
<b>Street Address:</b>	1995 Broadway, Suite 200
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10023
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	11232641
<b>CORRESPONDENCE DATA</b>	
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<b>Address Line 2:</b>	O'Melveny & Myers, LLP
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90071-2899
<b>ATTORNEY DOCKET NUMBER:</b>	808946-2
<b>NAME OF SUBMITTER:</b>	Brian M. Berliner
<b>Total Attachments: 2</b> source=Assignment#page1.tif source=Assignment#page2.tif	

CH \$40.00 11232641

## ASSIGNMENT

WHEREAS, **M. MARC LIECHTUNG**, residing at 2074 McDonald Avenue, Brooklyn, NY 11223, has made certain new and useful inventions in **DENTAL APPLIANCE**, having been filed with the U.S. Patent and Trademark Office on September 22, 2005, bearing Serial No. 11/232,641; and

WHEREAS, **SNAP ON SMILE LLC**, a limited liability company organized and existing under the laws of Delaware, having a business address at 1995 Broadway, Ste. 200, New York, New York 10023 (hereafter called the "Assignee") is desirous of acquiring the entire interest in all inventions disclosed in said application;

NOW, THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable considerations to me paid by said Assignee, the receipt and sufficiency whereof is hereby acknowledged, I do hereby sell, assign, and transfer unto said Assignee, its successors and assigns, the entire right, title and interest throughout the world in and to all said inventions disclosed in said application; and in and to said application, including all priority rights for other countries arising from said application; and in and to all substitutions, provisionals, divisions, and continuations thereof; and in and to all Letters Patent, United States and foreign, that may be granted for said inventions; and in and to all extensions, renewals, and reissues thereof.

And I do hereby authorize and request the Commissioner of Patents of the United States and the duly constituted authorities of foreign countries to issue any Letters Patent which may be granted on said inventions, on any applications related thereto, and on any substitute, continuing, divisional, or reissue applications, or any of them, to said Assignee, its successors and assigns, as assignee of the entire right, title and interest therein and thereto.

And for the consideration aforesaid, I do hereby, for me and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that I have full and unencumbered title to the inventions and application above described and hereby assigned, which title I warrant unto said Assignee, its successors and assigns; that I have granted to others no license to make, use, or sell said inventions; and that I will not execute any instrument in conflict herewith.

And for the consideration aforesaid, I do hereby, for me and for my legal representatives, further covenant and agree with said Assignee, its successors and assigns, that upon request I will execute substitute, continuing, divisional, or reissue applications, amended specifications, or rightful oaths; communicate to said Assignee, its successors and assigns, any facts known to me relating to said inventions or the history thereof; execute preliminary statements; testify in any interference or other legal proceedings involving said inventions; execute and deliver any application papers,

assignments, or other instruments, and do all other acts which, in the opinion of counsel for said Assignee, may be necessary or convenient to secure the grant of Letters Patent to said Assignee, its successors and assigns, or its nominees, in the United States and in all other countries where said Assignee may desire to have the said inventions, or any of them, patented, with specifications and claims in such form as shall be approved by counsel for said Assignee, and to vest and confirm and complete legal and equitable title to all such inventions, applications, and Letters Patent, and to enable it to record said title, without further consideration than now paid but at the expense of said Assignee, its successors or assigns.

SIGNED this 12 day of Feb, 2008.

  
M. MARC LIECHTUNG

UNITED STATES OF AMERICA

STATE OF New York )  
COUNTY OF New York ) ss:

On \_\_\_\_\_ before me,  
Babar Alex Ahmad personally appeared M. MARC LIECHTUNG, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Signature: 

[Seal]

