

4.1304 RECOR



To the Honorable Commissioner of Patents and Trademarks

102729574

documents or copy thereof.

1. Name of conveying party(ies)
 Dentco, Inc.
 Route 3, Km. 76.9
 Humacao, Puerto Rico 00791

[] Individual(s) citizenship _____
 [] Association _____
 [] General Partnership _____
 [] Limited Partnership _____
 [X] Corporation - State - Delaware _____
 [] Other _____

Additional names of conveying party(ies) attached?
 [] yes [X] no

2. Name and address of receiving party(ies)
 Block Drug Company, Inc.
 830 Bear Tavern Road
 West Trenton, NJ 08628

[] Individual(s) citizenship _____
 [] Association _____
 [] General Partnership _____
 [] Limited Partnership _____
 [X] Corporation - State - New Jersey _____
 [] Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached
 [] Yes [X] No

Additional name(s) and address(s) attached?
 [] Yes [X] No

APR 13 2004

3. Nature of conveyance:
 [X] Assignment [] Merger
 [] Security Agreement [] Change of Name
 [] Other

Execution date:

4. Application number(s) or registration number(s). Additional Sheets attached? __ Yes X No
 If this document is being filed together with a new application, the execution date of the application is:

A. Trademark Application No.(s) B. Trademark Registration No.(s)
 2617912, 0191719 and 2740107

Additional numbers attached? __ Yes X No

5. Name and address of party to whom correspondence concerning documents should be mailed:
 Christopher A. Sidoti
 GlaxoSmithKline
 709 Swedeland Road - UW2221
 King of Prussia, PA 19406-0939

6. Total number of applications and registrations involved 3

7. Total Fee (37 C.F.R. 3.41) \$120.00

8. Please charge this fee to deposit account No. 19-2573.

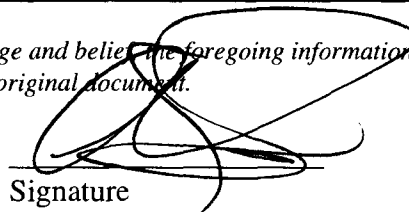
The Commissioner is hereby authorized to charge any additional fees under 37 CFR 1.16 or 1.17 which may be required by this paper, or credit any overpayment, to our Deposit Account No. 19-2573.

04/23/2004 BY:ME
01 FC:8521
02 FC:8522

0000099 192573 2617912
40.00 DA
50.00 DA

DO NOT WRITE IN THIS SPACE

9. Statement and Signature.
To the best of my knowledge and belief the foregoing information is true and correct and any attached copy is a true copy of the original document.

Christopher A. Sidoti  April 8, 2004
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments and document: 2

TRADEMARK ASSIGNMENT



WHEREAS, DENTCO INC., hereinafter referred to as "Assignor", a corporation of the state of Delaware, having a place of business at Route 3, Km. 76.9 Humacao, Puerto Rico 00791, is the owner of United States Trademark Registration Numbers 2617912, 0191719, and 2740107 for DENTU CREME and variations (hereinafter "the Trademarks") in International Class 3.

WHEREAS, BLOCK DRUG COMPANY, INC., hereinafter referred to as "Assignee", a corporation of the state of New Jersey, having a place of business at 830 Bear Tavern Road, West Trenton, New Jersey, 08628, is desirous of acquiring the rights of the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, all rights, title and interest in and to said Trademarks, including but not limited to any and all trademark rights in connection with the registrations in the United States of America or from any prior registration in the United States of America, as well as any and all rights under the laws of the United States of America, arising from the past, present and future use of the Trademarks in the United States of America, together with the goodwill of the business symbolized by said Trademarks accruing from the date of first use thereof and all claims for profits and damages by reason of past infringement of said trademark rights by any party or parties with the right to sue for and collect the same for its own use and benefit and for the use and benefits of its successors, assigns or other legal representative.

DENTCO, INC.



Christopher A. Sidoti
Assistant Secretary

Dated: March 26, 2004