

MRP 5-10-04

01-05-2005

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S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Den-Mat Corporation

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: The Gillette Company
Internal 40th Floor
Address: _____
Street Address: Prudential Tower Building
Boston MA 02199
City: _____ State: _____ Zip: _____

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

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)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance: 22
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: April 14, 2004

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
76/445141

B. Trademark Registration No.(s)
2,515,179

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Raymond J. De Vellis
Internal Address: Trademark Counsel
40th Floor
Street Address: Prudential Tower Building
City: Boston State: MA Zip: 02199

6. Total number of applications and registrations involved: 48

7. Total fee (37 CFR 3.41).....\$1215
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
500841
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE 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.

Michelle Brownlee [Signature] April 30, 2004
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 9

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

05/11/2004 GTON11 00000169 76445141

01 FC:8521 40.00 DA
02 FC:8522 1175.00 DA

TRADEMARK
REEL: 003003 FRAME: 0968

U. S. TRADEMARK REGISTRATIONS

Mark	Reg. No	Reg. Date	Class
ALUMISIL	2,515,179	3/12/2001	03
AMAZING WHITE	1,907,009	7/25/1995	03
AMWHITE	2,061,794	5/13/1997	03
BIO-AVAILABLE	2,637,728	10/15/2002	03
CITROXAIN	2,138,724	2/24/1998	03
COMPLETE PROTECTION FOR YOUR TEETH AND MOUTH	2,305,018	12/28/1999	03
DAZZLING WHITE	2,133,367	1/27/1998	03
DESIGN (lips)	2,405,884	11/21/2000	03
EVERLASTING WHITE	2,685,815	2/11/2003	03
FLIK	1,359,079	9/10/1985	10
I'VE SEEN THE WHITE!	2,517,292	12/11/2001	03
LIGHTEN	1,657,861	9/17/1991	05
MAKES YOUR MOUTH LOOK AND FEEL YOUNG	2,565,222	4/30/2002	03
ONLY YOUR DENTIST CAN WHITEN BETTER	2,631,119	10/8/2002	03
POWER OF REMBRANDT	2,417,447	1/2/2001	03
POWER OF REMBRANDT	2,421,212	1/16/2001	05
QUIK START	1,706,206	8/11/1992	05
REMBRANDT	2,550,647	3/19/2002	03
REMBRANDT	1,313,028	1/8/1985	05
REMBRANDT	1,423,544	1/6/1987	03
REMBRANDT	1,813,327	12/28/1993	03
REMBRANDT	1,901,783	6/27/1995	21
REMBRANDT AGE DEFYING	2,457,242	6/5/2001	03
REMBRANDT DAZZLING BREATHDROPS	2,755,747	8/26/2003	03
REMBRANDT DAZZLING FRESH	2,400,607	10/31/2000	03
REMBRANDT DAZZLING WHITE	2,137,932	2/17/1998	03

U. S. TRADEMARK REGISTRATIONS

REMBRANDT GEL PLUS	1,873,522	1/17/1995	03
REMBRANDT SMILE CENTER	2,536,936	2/5/2002	35, 42
REMBRANDT WHITE LIGHTNING	2,515,180	12/4/2001	03
REMBRANDT XTRA- COMFORT	2,270,880	8/17/1999	05
WHITENING EVEN YOUR DENTIST WILL NOTICE	2,683,085	2/4/2003	03

U.S. TRADEMARK APPLICATIONS

Mark	App. No.	App. Date	Class
COMFYTRAY	76/445141	8/29/2002	10
GIVE YOUR SMILE AN UNFAIR ADVANTAGE	78/350140	1/9/2004	03
QUICKWHITE	76/418443	6/7/2002	03
REALLY WANT WHITE	76/448723	9/12/2002	03
REALLY WHITE	76/448722	9/12/2002	03
REMBRANDT	76/525184	6/24/2003	30
REMBRANDT	76/369736	2/12/2002	03
REMBRANDT 3-IN-1	76/272711	6/18/2001	03
REMBRANDT CITROXAIN	75/807324	9/24/1999	30
REMBRANDT COMPLETE	76/469003	11/21/2002	03
REMBRANDT FLASH	76/513081	5/9/2003	03
REMBRANDT FLASH WHITENING	76/513060	5/9/2003	03
REMBRANDT PROFESSIONAL WHITE	76/568579	1/7/2004	03
REMBRANDT QUICK WHITE	76/431079	7/16/2002	03
REMBRANDT SMILE SACK	76/429815	7/12/2002	03
TRAVEL WHITE	78/270427	7/3/2003	03
WHITENING WAND	76/429814	7/12/2002	03

ASSIGNMENT

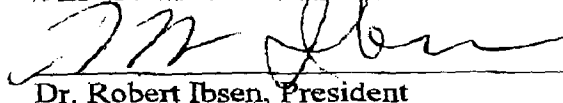
WHEREAS, Den-Mat Corporation, a Delaware corporation, having its principal office at 2727 Skyway Drive, Santa Maria, California, 93455 USA, (hereinafter referred as the "ASSIGNOR") is the owner of the trademarks identified on Schedules A and B attached hereto, some of which are registered in the United States Patent and Trademark Office, and some of which are the subject of pending applications in the United States Patent and Trademark Office; and

WHEREAS, The Gillette Company, a Delaware corporation, having its principal office at Prudential Tower Building, Boston, Massachusetts, United States of America, (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring said trademarks and the registrations and applications thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all right, title, and interest in and to said trademarks together with the goodwill of the business symbolized by said trademarks and the registrations and applications which are identified on Schedule A and Schedule B attached hereto. ASSIGNEE is a successor to the ongoing and existing business of the ASSIGNOR in connection with which the assigned trademarks are used.

Signed at Santa Maria, California, this 14 day of April, 2004.

DEN-MAT CORPORATION



Dr. Robert Ibsen, President

United States of America)
 State of California) SS:
 County of Santa Barbara)

I hereby certify that the signature affixed to the attached document is that of Dr. Robert Ibsen, to me personally known, who, being by me duly sworn, did say that he is President of Den-Mat Corporation and that the attached document was signed on behalf of said corporation pursuant to authority duly received and said Dr. Robert Ibsen, acknowledged said instrument to be the free act and deed of said corporation.

Subscribed and sworn before me this 14th day of Apr. 1, 2004.



Carol G. Newberry
 Notary Public

SCHEDULE A
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