

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dr. Fresh, LLC		09/18/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Children Oral Care, LLC		
Street Address:	6645 Caballero Blvd		
City:	Buena Park		
State/Country:	CALIFORNIA		
Postal Code:	90620		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 25			
Property Type	Number	Word Mark	
Registration Number:	3947542	PAUL THE OCTOPUS	
Registration Number:	4028916	SENSIGEL	
Registration Number:	3997823	SENSIJEL	
Registration Number:	3978036	BOPPIN' BARNYARD	
Registration Number:	3749815	SMILEGUARD	
Registration Number:	3858938	FIREFLY TECHNOLOGY INSIDE	
Registration Number:	3866399	1 MIN TRY ME!	
Registration Number:	3862618	KIDS COMPLY WITH FIREFLY!	
Registration Number:	3836738	LIGHTUP TIMER TOOTHBRUSH	
Registration Number:	3572576	ECOFLY	
Registration Number:	3534050	PIXIE PUNX	
Registration Number:	3492489	CHOPPER STOMPER	
Registration Number:	3492488	ZIGGLY GRIPPER	
Registration Number:	3372109	ZIGGLY	

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Registration Number:	3075268	FLOSSETTES
Registration Number:	2808345	HEY KIDS! KEEP BRUSHING UNTIL THE LIGHT GOES OUT!
Registration Number:	2802169	FIRE FLY
Registration Number:	4099009	JUST 4 ME
Registration Number:	4055817	2 MIN TIMER TRY ME!
Registration Number:	3187264	STARFLY
Registration Number:	3391828	MOUTH SWOOSH
Serial Number:	85018843	SMILEY GRIPPER
Serial Number:	85507545	SQUIRT 'N' BRUSH
Serial Number:	85487069	SLIMSONIC
Serial Number:	85597259	THE BEST THINGS IN LIFE ARE FREE AND NEXT TO BEST, IS FOR \$1 DOLLAR!

CORRESPONDENCE DATA

Fax Number: 2026823580
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 2026823671
Email: jryniewicz@kayescholar.com
Correspondent Name: John P. Ryniewicz
Address Line 1: 901 Fifteenth Street, N.W.
Address Line 2: Suite 700
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	42049-0005
NAME OF SUBMITTER:	John P. Ryniewicz
Signature:	/john p ryniewicz/
Date:	12/06/2012

Total Attachments: 5
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TRADEMARKS AND PATENTS ASSIGNMENT

WHEREAS, Dr. Fresh, LLC, a Delaware limited liability company, located at 6645 Caballero Boulevard, Buena Park, California 90620 ("Assignor"), is the owner of the trademarks, trademark applications and trademark registrations identified on Trademarks Schedule A (attached) and is the owner of the patents, patent applications and issued patents identified on Patents Schedule B (attached);

WHEREAS, Children Oral Care, LLC, a Delaware limited liability company, located at 6645 Caballero Boulevard, Buena Park, California 90620 ("Assignee") is acquiring from Assignor the trademarks, patents, applications and registrations identified on Trademarks Schedule A and Patents Schedule B;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee all of Assignor's rights, title and interest in and to the trademarks, patents, applications and registrations identified on Trademarks Schedule A and Patents Schedule B, together with the goodwill of the business associated with the trademarks and patents.

The rights transferred by this assignment include the right to bring all legal actions related to the trademarks, patents, applications and registrations identified on Trademarks Schedule A and Patents Schedule B, including actions for any infringement no matter whether the infringement occurred before or after the assignment, and the right to recover damages for such infringement.

IN WITNESS WHEREOF, the Assignor has executed this instrument on this _____ day of _____, 2012.

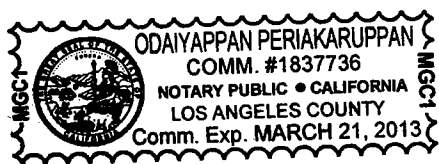
Dr. FRESH, LLC (ASSIGNOR)

By [Signature]
Name: DOUG CORBETT
Title: President & CEO

CHILDREN ORAL CARE, LLC (ASSIGNEE)

By [Signature]
Name: DOUG CORBETT
Title: President & CEO

Sworn and subscribed before me this 18 day of September, 2012.



[Signature]
Notary Public

My commission expires: MARCH 21st, 2013

Schedule A – Trademarks

Mark	Country	Reg. Number/ File No.	Status
PAUL THE OCTOPUS	USA	3947542	Registered
SENSIGEL	USA	4028916	Registered
SENSIJEL	USA	3997823	Registered
BOPPIN' BARNYARD	USA	3978036	Registered
SMILEGUARD	USA	3749815	Registered
FIREFLY TECHNOLOGY INSIDE	USA	3858938	Registered
1 MIN TRY ME!	USA	3866399	Registered
KIDS COMPLY WITH FIREFLY!	USA	3862618	Registered
LIGHTUP TIMER TOOTHBRUSH	USA	3836738	Registered
ECOFLY	USA	3572576	Registered
PIXIE PUNX	USA	3534050	Registered
CHOPPER STOMPER	USA	3492489	Registered
ZIGGLY GRIPPER	USA	3492488	Registered
ZIGGLY	USA	3372109	Registered
FLOSSETTES	USA	3075268	Registered
HEY KIDS! KEEP BRUSHING UNTIL THE LIGHT GOES OUT!	USA	2808345	Registered
FIRE FLY	USA	2802169	Registered
SMILEY GRIPPER	USA	85018843	Suspended
JUST 4 ME	USA	4099009	Registered

Schedule A – Trademarks

Mark	Country	Reg. Number/ File No.	Status
2 MIN TIMER TRY ME!	USA	4055817	Registered
SQUIRT N BRUSH	USA	85507545	Pending
SLIMSONIC	USA	85487069	Pending
FIREFLY	USA	85597259	Pending
THE BEST THINGS IN LIFE ARE FREE AND NEXT TO BEST, IS FOR \$1 DOLLAR!	USA	85597259	Pending
STARFLY	USA	3187264	Abandoned
MOUTH SWOOSH	USA	3391828	Registered
Firefly	Britain and N Ireland	2330496	Registered
Firefly	Mexico	794029	Registered
Firefly	Brazil	829972935 and 829972951	Registered
FIREFLY & Design (Color)	Algeria	111642	Pending
FIREFLY	Canada	1568687	Pending
FIREFLY & Design	Columbia	373148	Registered
FIREFLY & Design	Columbia	373149	Registered
FIREFLY	Egypt	218014	Registered
FIREFLY	Egypt	218015	Registered
FIREFLY	Egypt	218016	Registered
FIREFLY	UK	2330496	Registered
ECOFLY	UK	2518791	Registered
FIREFLY	CTM	003145497	Registered
JUST 4 ME	CTM	9736539	Registered
FIRE FLY	Hong Kong	300547588	Registered

Schedule A – Trademarks

Mark	Country	Reg. Number/ File No.	Status
FIREFLY & Design	India	1493633	Registered
FIRE FLY	Japan	4976771	Registered
FIREFLY	New Zealand	739531	Registered
FIREFLY & Device	Philippines	4-2010-007421	Pending
FIREFLY & Device Opposition	Philippines	4200901753	Pending
FIRE FLY	Russia	321930	Registered
FIRE FLY	Singapore	T06/01103C	Registered
FIRE FLY	Singapore	T06/01104A	Registered
FIREFLY & Device	Singapore	T09/00731B	Registered
FIREFLY	South Africa	2004/22369	Pending
FIRE FLY	Turkey	2006/03797	Registered
FIREFLY	UAE	86231	Registered
FIREFLY & Device	Vietnam	174408	Registered
	China	7853468	Registered
	China	7853469	Registered
Babyguard	China	7863470	Registered
Smiley Gripper	China	8231109	Registered
Dr. Fresh Kids	China	8505551	Registered
Dr. Fresh Kids	China	8506017	Registered
Brush Beat	China	9987578	Pending
Lighting Lance	China	9866015	Pending
Ballerina Betty	China	9866014	Pending
Light Up Timer Toothbrush	China	9266680	Rejected/ Appeal filed

Schedule A – Trademarks

Mark	Country	Reg. Number/ File No.	Status
Kids Comply with Firefly!	China	9191930	Registered
Boppin' Barnyard	China	9191929	Registered
1 MIN TRY ME & Device	China	9191931	Registered
JUST 4 ME	China	9116599	Registered
FIRE FLY	China	3520331	Registered
ZIGGLY	China	6556775	Registered
ECOLFY	China	7193792	Registered
SMILEGUARD	China	7633941	Registered
SMILEGUARD	China	7633942	Registered
	China	1902511	Registered
FIRE FLY	China	5034053	Registered
ZIGGLY	China	6556775	Registered
SLIMSONIC	China	10245346	Pending
Squirt n Brush	China	10411329	Pending