

Koelnmesse and Chinese Sign Intellectual Property Memorandum

International Dental Show organizer Koelnmesse and its Chinese business partners have signed an intellectual property memorandum to send out a clear signal for fair competition at trade fairs and to combat the violation of intellectual property rights for exhibited products. Koelnmesse President and CEO Herbert Marner signed the memorandum in Beijing in the presence of journalists and representatives of the group organizers that manage the participation of Chinese exhibitors in Cologne.

The memorandum, which is the first of its kind to have been initiated by a major European trade fair company, obliges the group organizers to adhere to German legal regulations and to take active measures to promote the protection of intellectual property rights at trade fairs and to prevent any violations of such rights. The signing was attended by representatives of approximately 25 group organizers, and more organizers are expected to sign the memorandum in the future. In its key points, the memorandum stipulates that

all of the participating companies are to be informed in detail of the situation and that exhibitors affected by property rights violations will receive advice and support in cooperation with lawyers and the German authorities. In addition, the partners to the memorandum will launch a joint media campaign in Germany and China.

Product piracy is one of the chief problems plaguing the international trade fair business today. Violations of intellectual property rights on products and processes are often revealed at trade fairs. In Germany, such violations are considered to be an attack on the affected manufacturers, as they often threaten the companies' future and seriously damage many sectors of industry.

The protection of intellectual property rights is a key issue for Koelnmesse, whose events are attended by many companies from China. In fact, more than 3,500 companies from mainland China, Hong Kong and Macao regularly exhibit their products in Cologne during Koelnmesse's many tradeshows for various industries.

"It's therefore in Koelnmesse's interest to establish clear regulations for curbing violations of intellectual property rights and to combat prejudices against Asian exhibitors," said Marner.

Excerpts from the memorandum:

- Koelnmesse and the organizers regard the protection of intellectual property rights to be a key consideration at trade fairs. Trade fairs and exhibitions are meant to serve as market platforms, at which exhibitors can display their legally incontestable products under fair competitive conditions.
- Koelnmesse and the organizers will promote all actions aimed at protecting intellectual property rights.
- At events in Cologne, Koelnmesse will work together with the responsible authorities in order to prosecute any violations of intellectual property rights quickly and effectively and prevent any further occurrences in the future. Koelnmesse will support exhibitors afraid of violations of their rights by providing them with advice and arranging contacts with proven experts such as lawyers and patent attorneys.
- The partners are apprised of the fact that violations of intellectual property rights can result in the removal of exhibited products, the closing of trade fair stands or the exclusion from future events. Should an owner of intellectual property rights initiate legal proceedings against an exhibitor, the latter can be required to bear the costs of the proceedings.

Koelnmesse and Chinese group organizers team up to combat the violation of intellectual property rights connected with exhibited products.



Banning Amalgam Could Raise Costs \$8 Billion Annually

A study in the current issue of the journal *Public Health Reports* examines the potential economic impact of a ban or restriction on the use of dental amalgam, a material commonly used to fill cavities. The authors conclude that U.S. dental care costs would increase by up to \$8.2 billion in the first year alone—a staggering 10 percent of current dental expenditures—if amalgam were no longer available as a treatment option.

Dental amalgam contains a mixture of metals, including mercury, which combine to form a stable alloy that dentists have used safely for over 150 years to fill cavities, according to the American Dental Association. Numerous peer-reviewed, scientific studies, including those published as recently as 2006 in the *Journal of the American Medical Association*, attest to amalgam's safety and efficacy, leading health experts to recommend its continued availability as an option for treating dental decay.

“The dental community and public health dentists have long known that amalgam restorations are a vital component in the arsenal to manage dental disease. This study documents the large impact the absence of amalgam would have,” said Dr. L. Jackson Brown, a dentist, economist, epidemiologist and former American Dental Association managing vice president for health policy.

Activists have for years called on state and federal governments to ban amalgam, claiming that it causes systemic diseases. The ADA and numerous state, national and international health authorities oppose such proposals.

“Dental care would cost more, and untreated caries (dental decay) is likely to increase,” said Brown. “Unfortunately, this impact would fall disproportionately on the disadvantaged populations.”

The article, *Economic Impact of Regulating the Use of Amalgam Restorations*, can be viewed on the ADA's Web site at: http://www.ada.org/prof/resources/topics/amalgam_economic_impact.pdf. The study was funded by the ADA and the California Dental Association.

Industry Loses Guelde

David J. Guelde, CDT, Clarkston, Mich., died Aug. 2. He was 50.

Guelde owned and operated the NADL-member laboratory Prosthetics Unlimited Incorporated Michigan Technical Implants and was



a pioneer in the field of dental implants. He was a car enthusiast and enjoyed snowmobiling, hunting and fishing with his sons. He also treasured his cottage up north, which was his sanctuary. He is survived by his wife, Teri Sawyer Guelde, children, Brandon and Jordon Guelde, and other family members.

NYU College of Dentistry Gets Grant to Develop Fracture-Resistant Zirconia Restorations

The National Institute of Dental and Craniofacial Research at the National Institutes of Health awarded New York University College of Dentistry Assistant Professor of Biomaterials and Biomimetics Dr. Yu Zhang a three-year, \$750,000 grant to study whether reformulating zirconia as a glass-ceramic composite will increase its fracture resistance.

An estimated 10 percent of zirconia restorations develop fractures within the first three years, according to the university. Zhang believes that reformulating zirconia as a glass-ceramic composite will increase its durability and longevity. The new composite will have a predominantly glass surface with underlying layers that gradually become more densely packed with ceramic.

“A composite with glass-rich surfaces will be less susceptible to top-to-bottom fractures from direct contact with hard food as well as to ruptures that can occur when the bottom of the restoration buckles under pressure,” said Zhang, who joined the university two years ago after working as a materials scientist at National Institute of Standards and Technology.

According to Zhang, fracture risk will also be reduced because glass-rich surfaces can be bonded with conventional etching, a less invasive process than sandblasting, which bombards all-ceramic surfaces with hard particles.

A glass-ceramic composite restoration offers esthetics comparable to a porcelain-veneered zirconia restoration, but since it is thinner, less healthy tooth structure must be removed to make room for it, according to the university.

Zhang and his fellow investigators have patented a preliminary design for the glass-ceramic composite. If it proves more durable than all-ceramic formulations, a subsequent study examining the safety and efficacy of glass-ceramic composite restorations in human subjects would be required for Food and Drug Administration approval.

Industry Roundup

Market Moves

The **Identalloy Council** announced that **European Dental Imports, Inc.**, located in Durham, N.H., has become a licensee of the Identalloy Council. The company will now provide Identalloy Certificates with the Elephant line of Noble & High Noble Casting and Ceramic Alloys. edi imports and distributes the innovative Elephant alloys, which are manufactured in Hoorn, the Netherlands. They also carry ceramic materials and sundry laboratory products.

Vita Zahnfabrik H. Rauter GmbH & Co. KG (Vita), Vident (Vident) and JLL Technologies, LLC, announced that Vita and Vident acquired substantially all of JLL Technologies' dental business,

which includes certain assets and rights to intellectual property developed by JLL Technologies related to dental shade matching and color measurement of teeth and dental materials. JLL Technologies, founded by Wayne Jung, Russell Jung, and Alan Loudermilk, is a developer of color measurement/shade matching instruments and technologies and is the original developer of the product that was successfully introduced to the market by Vita and Vident as the Vita Easysshade system. Financial details of the transaction have not been disclosed.

Awards and Appointments

KOMET USA announced the winner of its free burs for life contest – its

most recent product promotion designed to give dentists and Certified Dental Technicians an opportunity to win free burs for the remainder of their active practicing lives. Numerous dentists and laboratory technicians from across the country participated and the winner, **Dr. William Glover** of Orlando-based Cosmetic and Implant Dentistry, uses KOMET's industry-leading instruments to perform general cosmetic dentistry and periodontics. Glover will receive free burs from KOMET USA's published product catalog for the remaining time he is actively engaged in the practice of dentistry.

Noteworthy

NADL-member laboratory **Centric Dental Labs, CDL**, in Bullard,



Dr. William Glover (at right)



DeVreugd Signature Seminars/International Dental Seminars

Texas was featured in the Aug. 5 edition of the Tyler (Texas) Morning Telegraph. You can read the profile at www.tylerpaper.com/apps/pbcs.dll/article?AID=2007708030316.

DeVreugd Signature Seminars/ International Dental Seminars two-day waxing course, Anterior Function and Esthetics, offers a lecture, demonstration and hands-on waxing focusing on lingual morphology for function, labial morphology for esthetics, and optical illusions. Participants at the July 14-15, 2007 Seminar in Grand Rapids, Mich., were **Jonathan Adams, DDS, Esperanza Bohorquez, Cathy Sielawa, Elena Miloucheva, Stoyka Agova, Katie Reardon, Gayle Reardon, DDS, and Jackson Linger, DMD.**

Earlier this year, **NADL President Doug Stegman** received the 2007 Spirit of Compassion Award, along with Phoenix dentists **Dr. Louis Core** and **Dr. Bradley Sandvik**. The trio provided \$120,000 in care to patients of a dentist who pleaded guilty to two counts of felony charges after he left many patients, who had prepaid, with incomplete dentistry. Arizona Attorney General Terry Goddard presented the award at the state capitol.

Air Force Recognizes Johnson

The U.S. Air Force honored Master Sergeant Allan L. Johnson for 24 years of service during his retirement ceremony at Peterson Air Force Base in Colorado. His citation for Meritorious Service Medal reads:

“Master Sergeant Allan L. Johnson distinguished himself in the performance of outstanding service to the United States As Section Chief, Removable Department, 21st Dental Squadron, 21st Space Wing, Peterson Air Force Base, Colorado. Sergeant Johnson was instrumental in the introduction of advanced dental technologies to the Department of Defense. One of two Air Force personnel trained on Valplast nylon removable partial dentures system, he boosted his team’s production 20 percent cutting fabrication time in half, while still meeting all suspense dates. Sergeant Johnson’s introduction of sophisticated sleep apnea appliances was so successful he became an Air Force-wide technical consultant raising demand for this device 25 percent. He also oversaw production of 45 short-notice cases on deploying fighters. The singularly distinctive accomplishments of Sergeant Johnson culminate a distinguished career in the service of his country and reflect great credit upon himself and the United States Air Force.”

Stress May Leave Your Mouth a Mess

A literature review published in the August issue of the *Journal of Periodontology* (JOP) saw a strong relationship between stress and periodontal diseases: 57 percent of the studies included in the review showed a positive relationship between periodontal diseases and psychological factors such as stress, distress, anxiety, depression, and loneliness.

“More research is needed to determine the definitive relationship between stress and periodontal diseases,” said study author Daiane Peruzzo, PhD. “However, patients who minimize stress may be at less risk for periodontal diseases.”

Researchers speculate that the hormone cortisol may play a role in the possible connection between stress and periodontal diseases. A study in the July issue of the JOP found that increased levels of cortisol can lead to increased destruction of the gums and jaw bone due to periodontal diseases. It is well known that periodontal diseases, left untreated, can ultimately lead to bone loss or tooth loss.

“Individuals with high stress levels tend to increase their bad habits, which can be harmful to periodontal health. They are less attentive to their oral hygiene and may increase their use of nicotine, alcohol or drugs,” explained Preston D. Miller, Jr., DDS, and president of the American Academy of Periodontology. “Patients should seek healthy ways to relieve stress through exercise, balanced eating, plenty of sleep, and maintaining a positive mental attitude.”

Patients should to also keep in mind their pocket-size guide to periodontal health: periodontal probing depths of one to two millimeters with no bleeding are not a concern but probing depths of three and four millimeters may need a more in depth cleaning called scaling and root planing. Probing depths in excess of 5mm may require more advanced treatment and patients should talk to their dental specialist.