I had the this kind of a problem too.
What i did is i imported it to Renx. Then i went to the utilities tab and clicked more. Then there is something called UVW Remove. Go there and click Material button. Then export it as w3d and import it back in 3ds max as a w3d. Hope it helps!

Renx Importer:
http://www.renhelp.net/downloads/W3DImporter.zip