

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
Benco Dental Supply Company, DBA Transitions Group North America		02/01/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Milford Holding Co.		
Street Address:	1105 North Market Street		
Internal Address:	Suite 1300		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77736222	SIGNATURE PROGRAM	
Serial Number:	77736062	COMPREHENSIVE PRACTICE ASSESSMENT	
CORRESPONDENCE DATA			
Fax Number:	(570)696-3320		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	517-714-4000		
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Correspondent Name:	Mitchell A. Smolow		
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Address Line 4:	Shavertown, PENNSYLVANIA 18708		
ATTORNEY DOCKET NUMBER:	42.052 42.053		
NAME OF SUBMITTER:	Mitchell A. Smolow		

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**TRADEMARK
 REEL: 004160 FRAME: 0291**

Signature:	/Mitchell A. Smolow/
Date:	03/03/2010
Total Attachments: 3 source=Executed Assignment of Trademark Applications (00007949)#page1.tif source=Executed Assignment of Trademark Applications (00007949)#page2.tif source=Executed Assignment of Trademark Applications (00007949)#page3.tif	

ASSIGNMENT OF TRADEMARK APPLICATIONS

Whereas Benco Dental Supply Company, DBA Transitions Group North America, ("the applicant"), has filed trademark applications identified in Schedule 1 ("the applications");
and

Whereas Milford Holding Co. (the "assignee"), whose post office address is 1105 North Market Street, Suite 1300, Wilmington, DE 19801, is desirous of acquiring the entire right, title, interest, and goodwill in the same.


Now, therefore, in consideration of the sum of one dollar (\$1.00), the receipt whereof is acknowledged, and other good and valuable consideration, applicant, by these presents does sell, assign and transfer unto said assignee the full and exclusive right to the said applications in the United States and throughout the world, and the entire right, title, interest, and goodwill in and to any and all trademarks which may be granted therefore in the United States and throughout the world.

Applicant hereby authorizes and requests the Commissioner of Patents and Trademarks to issue the United States Trademark to the assignee of the entire right, title, interest, and goodwill in and to the same, for its sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said trademark may be granted, as fully and entirely as the same would have been held by applicant had this assignment and sale not been made.

Applicant, through the undersigned duly authorized representative, hereby declares that all statements made herein of his own knowledge are true and that all statements made on

information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the applications or any trademarks issuing therefrom.

Benco Dental Supply Company
DBA Transitions Group North America

By: 
Title: President
Date: 2/1/10

Schedule 1

- 1) 77736222 SIGNATURE PROGRAM
- 2) 77736062 COMPREHENSIVE PRACTICE ASSESSMENT
- 3) 77736051 PRACTICE PERFORMANCE PROGRAM

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