

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
USAdvantage Health Products, LLC		01/31/2011	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	ICP, Inc.		
Street Address:	3205 Yeager Drive		
City:	Green Bay		
State/Country:	WISCONSIN		
Postal Code:	54311		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2923595	DENTAL CITY	
CORRESPONDENCE DATA			
Fax Number:	(414)271-5770		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-271-7590		
Email:	aleshiap@andruslaw.com		
Correspondent Name:	Peter T. Holsen		
Address Line 1:	100 East Wisconsin Avenue, Suite 1100		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	3712-00012		
NAME OF SUBMITTER:	Peter T. Holsen		
Signature:	/peter t holsen/		
Date:	02/01/2011		

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TRADEMARK
 REEL: 004464 FRAME: 0842

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS ICP, INC. of 3205 Yeager Drive, Green Bay, Wisconsin 54311, USA, has adopted, used and is using the mark "DENTAL CITY" for which USADVANTAGE HEALTH PRODUCTS, LLC is the present owner and which registered in the U.S. Trademark Office on February 1, 2005 as Registration No. 2,923,595; and

WHEREAS, ICP, INC. is desirous of acquiring said mark and the registration thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said USADVANTAGE HEALTH PRODUCTS, LLC does hereby assign unto said ICP, INC. all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration thereof.

Executed and delivered this 31st day of January, ~~2010~~ ²⁰¹¹.

USADVANTAGE HEALTH PRODUCTS, LLC

Name: John L. Mathys
Title: President

State of Wisconsin)
County of Brown) ss

On this 31st day of JANUARY, ~~2010~~ ²⁰¹¹, before me personally appeared said JOHN L MATHYS, known to me to be the person who executed the above instrument and acknowledged to me that he or she executed the same for the uses and purposes therein set forth.

SEAL

[Signature]
Notary Public
My Commission expires: 6-9-13