

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM323706

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Connect Hearing, Inc.		10/24/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sonova Holding AG		
<b>Street Address:</b>	Laubisrütistrasse 28		
<b>City:</b>	Stäfa		
<b>State/Country:</b>	SWITZERLAND		
<b>Postal Code:</b>	8712		
<b>Entity Type:</b>	CORPORATION: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2693702	HEARINGPLANET	
<b>Registration Number:</b>	2741367	HEAR1ST	
<b>Registration Number:</b>	4081537	HEARING CARE CLUB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5123225201		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	5123225200		
<b>Email:</b>	tmcentral@pirkeybarber.com		
<b>Correspondent Name:</b>	Sherri L. Eastley		
<b>Address Line 1:</b>	600 Congress Avenue Suite 2120		
<b>Address Line 4:</b>	Austin, TEXAS 78701		
<b>ATTORNEY DOCKET NUMBER:</b>	SONO110, 111, 112		
<b>NAME OF SUBMITTER:</b>	Sherri L. Eastley		
<b>SIGNATURE:</b>	/Sherri L. Eastley/		
<b>DATE SIGNED:</b>	11/19/2014		
<b>Total Attachments: 1</b> source=48757#page1.tif			

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**ASSIGNMENT OF MARKS**

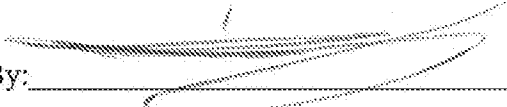
WHEREAS, Connect Hearing, Inc. a Delaware corporation doing business as HearingPlanet ("Connect Hearing"), and having an address of 100 Westwood Place, Suite 400, Brentwood, Tennessee 37027 has adopted and is using the following marks for which the following United States Trademark Registrations have been obtained:

<u>Mark</u>	<u>Registration No.</u>
HEARINGPLANET	2,693,702
HEARIST	2,741,367
HEARING CARE CLUB	4,081,537

WHEREAS, Sonova Holding AG, a corporation organized under the laws of Switzerland ("Sonova") having an address of Laubisrütistrasse 28, 8712 Stäfa, Switzerland, desires to acquire any and all rights and goodwill associated with the above-referenced marks and the registrations of the marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Connect Hearing does hereby assign to Sonova, all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks and the registrations of the marks.

**Connect Hearing, Inc. d/b/a HearingPlanet**

By: 

Name: Craig Cameron

Title: CEO + PRESIDENT

Date: 10/24/14