

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329881

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DENTEK ORAL CARE, INC.		12/10/2014	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	HELO INNOVATIONS, LLC		
Street Address:	118 N. Peters Road # 132		
City:	Knoxville		
State/Country:	TENNESSEE		
Postal Code:	37923		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3599997	HELO	
CORRESPONDENCE DATA			
Fax Number:	8655234478		
<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>			
Phone:	865-546-4305		
Email:	MEVANS@LUEDEKA.COM		
Correspondent Name:	Luedeka Neely Group, PC		
Address Line 1:	P.O. Box 1871		
Address Line 4:	Knoxville, TENNESSEE 37901		
ATTORNEY DOCKET NUMBER:	64309.M1		
NAME OF SUBMITTER:	Robert O. Fox		
SIGNATURE:	/robertofox/		
DATE SIGNED:	01/23/2015		
Total Attachments: 1			
source=64309m1-topto-20150123-Assignment#page1.tif			

OP \$40.00 3599997

ASSIGNMENT OF TRADEMARK

WHEREAS, DENTEK ORAL CARE, INC., a corporation of the State of Tennessee, with an address of 307 Excellence Way, Maryville, Tennessee 37801 (hereinafter "Assignor"), has registered the below listed mark:

Registration No. 3,599,997
Registration Date: March 31, 2009
Mark: HELO

WHEREAS, HELO INNOVATIONS, LLC, a limited liability company of the State of Delaware, with an address of 118 N. Peters Road #132, Knoxville, Tennessee 37923, (hereinafter "Assignee"), is desirous of acquiring all of Assignor's rights in the above-identified mark and registration of the same.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby does assign unto Assignee all of Assignor's right, title and interest in and to the above identified mark and registration, and copyrights associated therewith (collectively "Marks"), together with any and all portions of Assignor's business pertaining to the Marks, the goodwill associated therewith, and all rights of action associated therewith, free and clear of all liens and encumbrances.

DENTEK ORAL CARE, INC.

Date: December 10, 2014

By 
Name: Greg Ashley
Title: Chief Financial Officer