

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM400946

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dentovations, Inc.		10/03/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	French Transit, LLC		
Street Address:	398 BEACH ROAD		
City:	BURLINGAME		
State/Country:	CALIFORNIA		
Postal Code:	94010		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	4023870	BLUEVERITE	
Registration Number:	4441393	DISTINCTLY WHITE	
Registration Number:	3184197	LIQUIDTRAY	
Registration Number:	4410119	LUSTER NOW!	
Registration Number:	4216828	LUSTER PREMIUM WHITE	
Registration Number:	3823006	ON-DEMAND WHITE	
Registration Number:	4522864	POWERWHITE DEEP STAIN ERASER	
Registration Number:	4663327	PREPARE FOR COMPLIMENTS	
Registration Number:	4976349	SMILE ILLUMINATOR	
Registration Number:	4085328	WHITE 7	
Registration Number:	3677899	WHITENING ON DEMAND	
Serial Number:	86625240	SMILE PROTECTOR	
CORRESPONDENCE DATA			
Fax Number:			
<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:	7043778156		
Email:	jcarusone@robinsonbradshaw.com		
Correspondent Name:	Jennifer Carusone		
Address Line 1:	101 N. Tryon St., ste 1900		
TRADEMARK			

CH \$315.00 4023870

Address Line 2: Robinson, Bradshaw & Hinson, P.A.
Address Line 4: Charlotte, NORTH CAROLINA 28246

NAME OF SUBMITTER: Jennifer carusone

SIGNATURE: /Jennifer Carusone/

DATE SIGNED: 10/05/2016

Total Attachments: 6

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INTELLECTUAL PROPERTY ASSIGNMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT (this "Assignment"), dated as of October 3, 2016, is by and between Dentovations, Inc., a Delaware corporation (the "Company"), and French Transit, LLC, a California limited liability company (the "Purchaser"), and is delivered in connection with the consummation of the transactions contemplated by that certain Asset Purchase Agreement, dated as of the date hereof, by and among the Company, the Purchaser and the Shareholders (the "Purchase Agreement"). Capitalized terms used but not defined herein shall have the meanings given to such terms in the Purchase Agreement.

Pursuant to the terms of the Purchase Agreement, and in consideration of the Purchaser's payment of the Purchase Price specified therein, the Company does hereby sell, assign, convey, transfer and deliver to the Purchaser, its successors and its assigns, all of the Company's right, title and interest in and to all of the Proprietary Rights (including, without limitation, those listed in the **Appendix** attached hereto), together with the goodwill associated therewith, and including, without limitation, all common law rights in and to the Proprietary Rights and the right, if any, to secure all renewals and extensions thereof in all countries, and the right to sue and recover for, and the right to profits or damages due, accrued, arising out of or in connection with, any and all past, present or future infringements or dilution of, or damage or injury to the Proprietary Rights or the accompanying goodwill.

The Company agrees that, upon the Purchaser's reasonable request, the Company will furnish all reasonably necessary documentation available to the Company relating to or supporting chain of title, sign all reasonably appropriate papers, take all reasonably appropriate oaths, and do all reasonably appropriate acts which may be reasonably necessary for vesting title to, and effecting the transfer and recording of, the Proprietary Rights in the Purchaser, its successors, assigns and legal representatives or nominees.

This Assignment is executed and delivered pursuant to, and is subject to the terms of, the Purchase Agreement, and nothing contained herein is intended to supersede, alter, modify, replace, amend, change, rescind, waive, expand, diminish or otherwise affect any of the terms set forth in the Purchase Agreement, including, without limitation, the representations, warranties, covenants and agreements set forth in the Purchase Agreement.

This Agreement shall be governed by and construed in accordance with the internal laws of the State of Delaware, and shall be binding upon the Company and the Purchaser and shall inure to the benefit of such parties and their successors and assigns.

[Signatures on the following page]

IN WITNESS WHEREOF, the Company and the Purchaser have executed this Assignment effective as of the date first written above.

THE COMPANY:

DENTOVATIONS, INC.

By: DB
Name: DAMON BROWN
Title: CEO

THE PURCHASER:

FRENCH TRANSIT, LLC

By: _____
Name: Craig Hille
Title: Manager

{Luster IP Assignment Agreement Signature Page}

IN WITNESS WHEREOF, the Company and the Purchaser have executed this Assignment effective as of the date first written above.

THE COMPANY:

DENTOVATIONS, INC.

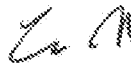
By: _____

Name: _____

Title: _____

THE PURCHASER:

FRENCH TRANSIT, LLC

By:  _____

Name: Craig Hille

Title: Manager

Appendix

Company Proprietary Rights

Patent Filings and Registrations:

Patent Name	Patent Number	Issue Date	Country
Method for Whitening Teeth	6,517,350	2/11/2003	UNITED STATES
Method and Apparatus for Tooth Whitening	2,004,244,961	6/3/2010	AUSTRALIA
Method for Whitening Teeth	2,003,243,392	10/14/2010	PCT
Moldable Tray, System, and Method for Whitening Teeth	8,747,113	6/10/2014	UNITED STATES
Method for Whitening Teeth	7,887,328	2/15/2011	UNITED STATES
Method and Apparatus for Tooth Whitening	8,308,479	11/13/2012	UNITED STATES
Method for Whitening Teeth	8,376,746	2/19/2013	UNITED STATES
Method for Whitening Teeth	2,519,551	3/19/2013	CANADA
Method and Apparatus for Tooth Whitening	2,519,548	7/8/2014	CANADA
Non Peroxide Tooth Whitening System	WO201410716	7/10/2014	PCT
Non-Peroxide Tooth Whitening System	212013000266	8/12/2015	GERMANY
Apparatus for Tooth Whitening	1633270	6/8/2016	EP

Trademarks:

Trademark Name	F Date	SN	Registration Number	Issue Date	Court
BLUEVERITE	10/20/2010	85/156855	4023870	9/6/2011	US
DEEP STAIN ERASER	5/28/2013	1628507	TMA916344	10/7/2015	CANADA
DISTINCTLY WHITE	12/6/2012	85/796598	4441393	11/26/2013	US
DISTINCTLY WHITE	5/10/2013		1161421	5/10/2013	WIPO (AU)
LIQUIDTRAY	5/15/2003	76/514893	3184197	12/12/2006	US
LUSTER NOW!	12/6/2012	85/796599	4410119	10/1/2013	US

LUSTER NOW!	5/10/2013		1164054	5/10/2013	WIPO (GB, AU)
LUSTER PREMIUM WHITE	12/19/2011	85/498692	4216828	10/2/2012	US
LUSTER PREMIUM WHITE	5/29/2012	1579624	TMA870758	2/5/2014	CANADA
LUSTER PREMIUM WHITE	6/6/2012		1130252	6/6/2012	WIPO
ON-DEMAND WHITE	6/12/2009	77/578010	3823006	7/20/2010	US
POWERWHITE DEEP STAIN ERASER	12/6/2012	85/796589	4522864	4/29/2014	US
POWERWHITE DEEP STAIN ERASER	5/10/2013		1164055	5/10/2013	WIPO (AU)
PREPARE FOR COMPLIMENTS	5/19/2014	86/284776	4663327	12/30/2014	US
SMILE ILLUMINATOR	5/11/2015	86/625235	4976349	6/14/2016	US
SMILE ILLUMINATOR	5/12/2015	1727911	PENDING		CANADA
SMILE PROTECTOR	5/11/2015	86/625240	PENDING		US
SMILE PROTECTOR	5/12/2015	1727912	PENDING		CANADA
WHITE 7	7/26/2010	85/092467	4085328	1/10/2012	US
WHITENING ON DEMAND	10/19/2005	78/735864	3677899	9/1/2009	US

Website URLs:

URL	Registrant
luster-now.com	NameSecure.com
lusterinst.com	NameSecure.com
lusterpremiumwhite.net	NameSecure.com
lusterpremiumwhitening.com	NameSecure.com
lusterpremiumwhitening.net	NameSecure.com
lusterpremiumwhitestore.com	NameSecure.com
lustertoothpaste.com	NameSecure.com
bostonteethparty.org	NameSecure.com
bostonteethparty.com	NameSecure.com
lusterrewards.com	NameSecure.com
lusterpowerwhite.com	NameSecure.com
lusterprolight.com	NameSecure.com
lusterinsider.com	NameSecure.com
lusterwhitepremium.com	NameSecure.com
smileilluminator.com	NameSecure.com
lusterpremiumwhite.uk.com	NameSecure.com
bostonteethparty.net	NameSecure.com
lusteroffers.com	NameSecure.com
lusterpremiumwhite.co	GoDaddy.com

URL	Registrant
lusterpremiumwhite.info	GoDaddy.com
distinctlywhite.com	GoDaddy.com
buyluster.com	GoDaddy.com
tryluster.com	GoDaddy.com
lusterteethwhitening.com	GoDaddy.com
lusterpremiumwhite.co.uk	GoDaddy.com
buyprolight.com	GoDaddy.com
tryprolight.com	GoDaddy.com
lusterpremiumwhite.ca	GoDaddy.com
lusterpremiumlight.com	GoDaddy.com
buylusterprolight.com	GoDaddy.com
lusterpremiumwhite.com	GoDaddy.com
trylusterprolight.com	GoDaddy.com
luster.tv	NetworkSolutions.com
lusteroralcare.com	NetworkSolutions.com
lusteroralcare.net	NetworkSolutions.com
lusteroralcare.tv	NetworkSolutions.com
lusterwhitening.biz	NetworkSolutions.com
lusterwhitening.com	NetworkSolutions.com
lusterwhitening.info	NetworkSolutions.com
lusterwhitening.net	NetworkSolutions.com
lusterwhitening.org	NetworkSolutions.com
southbeachsmile.com	NetworkSolutions.com