

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM415845

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GN Hearing A/S		09/12/2016	Limited Liability Company: DENMARK
RECEIVING PARTY DATA			
Name:	GN Hearing Care Corporation		
Street Address:	8001 Bloomington Freeway		
City:	Bloomington		
State/Country:	MINNESOTA		
Postal Code:	53420		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	0731903	BELTONE	
Registration Number:	2495372	BELTONE	
Registration Number:	2601931	BELTONE AVE.	
Registration Number:	5022789	MERGE	
CORRESPONDENCE DATA			
Fax Number:	2029425999		
<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:	202-942-5000		
Email:	anna.manville@apks.com,trademarkdocketing@apks.com		
Correspondent Name:	Anna W Manville, Arnold & Porter Kaye..		
Address Line 1:	601 Massachusetts Ave, NW		
Address Line 2:	IP Docketing		
Address Line 4:	Washington, D.C. 20001		
NAME OF SUBMITTER:	Anna W Manville		
SIGNATURE:	/anna w manville/		
DATE SIGNED:	02/13/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, GN Hearing A/S (f/k/a GN ReSound A/S), a Danish Aktieselskab (company with limited liability) having a principal place of business at Lautrupbjerg 7, 2750 Ballerup, Denmark ("Assignor") owns the trademark applications and registrations in the United States listed on the attached Schedule A ("the BELTONE Marks"); and

WHEREAS, GN Hearing Care Corporation, a California Corporation having a principal place of business at 8001 Bloomington Freeway, Bloomington, MN 53420 ("Assignee") desires to acquire all of Assignor's rights in and to the BELTONE Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby confirms that as of September 12, 2016, Assignor assigned, transferred and conveyed to the Assignee, the entire right, title, and interest in and to the BELTONE Marks, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns and/or other legal representatives including the right to sue for and receive all damages accruing from past infringement of the BELTONE Marks.

The undersigned agrees to take all actions and execute additional documents as necessary or reasonable to assign, transfer, perfect, and record the rights of Assignee in and to the BELTONE Marks.

This assignment shall be binding on the parties, their successors and/or assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, Assignor has executed this assignment effective as of September 12, 2016.

GN Hearing A/S (f/k/a GN ReSound A/S)

By: 

Name: MARTIN SOCK NIELSEN

Title: VP IP/R

SCHEDULE A

MARK	U.S. Application/Registration No.
BELTONE	0731903
BELTONE & Design	2495372
BELTONE AVE.	2601931
MERGE	5022789

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