

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM477790

<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>
Infocus Marketing, Inc.		05/31/2010	Corporation: VIRGINIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SC Publishing, Inc.		
<b>Street Address:</b>	400 Manley Street		
<b>City:</b>	West Bridgewater		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	02379		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3817080	THE AMERICAN DENTAL INSTITUTE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6173453299		
<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>	617 345 3000		
<b>Email:</b>	trademarks@burnslev.com		
<b>Correspondent Name:</b>	Deborah J. Peckham		
<b>Address Line 1:</b>	125 Summer Street		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02110		
<b>ATTORNEY DOCKET NUMBER:</b>	40866.2		
<b>NAME OF SUBMITTER:</b>	Deborah J Peckham		
<b>SIGNATURE:</b>	/Deborah J Peckham/		
<b>DATE SIGNED:</b>	06/13/2018		
<b>Total Attachments: 3</b>			
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## CONFIRMATORY TRADEMARK ASSIGNMENT

This CONFIRMATORY TRADEMARK ASSIGNMENT ("Trademark Assignment"), made effective as of March 31, 2010, is made by Infocus Marketing, Inc. ("Seller"), a Virginia corporation, located at 4245 Sigler Road, Warrenton, VA 20187, in favor of SC Publishing, Inc., ("Buyer"), a Delaware corporation, located at 400 Manley Street, West Bridgewater, MA 02379, the purchaser of certain assets of Seller pursuant to the Asset Purchase Agreement between Buyer and Seller dated as of March 31, 2010 (the "Asset Purchase Agreement").

WHEREAS, under the terms of the Asset Purchase Agreement, Seller has conveyed, transferred, and assigned to Buyer, among other assets, certain intellectual property of Seller, and has agreed to execute and deliver this Trademark Assignment for recording with the United States Patent and Trademark Office;

NOW THEREFORE, the parties agree as follows:

1. Confirmatory Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby confirms the transfer of, and without limiting the foregoing (and for the avoidance of any doubt) irrevocably conveys, transfers, and assigns to Buyer, all of Seller's right, title, and interest in and to the following:

(a) the trademark registrations and trademark applications set forth on Schedule 1 attached hereto and all issuances, extensions, and renewals thereof (the "Assigned Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

(b) all rights of any kind whatsoever of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Terms of the Asset Purchase Agreement. The parties hereto acknowledge and agree that this Confirmatory Trademark Assignment is entered into pursuant to the Asset Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Seller and Buyer with respect to the Assigned Trademarks. The representations, warranties, covenants, agreements, and indemnities contained in the Asset Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Asset Purchase Agreement and the terms hereof, the terms of the Asset Purchase Agreement shall govern.


3. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

4. Governing Law. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Virginia, without giving effect to any choice or conflict of law provision or rule (whether of the State of Virginia or any other jurisdiction).

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IN WITNESS WHEREOF, Seller has duly executed and delivered this Trademark Assignment, effective as of the date of the Asset Purchase Agreement, March 31, 2010.

INFOCUS MARKETING, INC

By:   
Name: Robert Farhas  
Title: President  
Date: 6/1/10

SCHEDULE 1

ASSIGNED TRADEMARKS

Mark	Jurisdiction	Registration Number	Registration Date
THE AMERICAN DENTAL INSTITUTE	U.S.	3817080	July 13, 2010
ADI		Common law	
		Common law	