

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM488776

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DENTIST RX, LLC		07/13/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	SmileDirectClub, LLC		
Street Address:	414 Union St.		
Internal Address:	8th Floor		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37219		
Entity Type:	Limited Liability Company: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4147845	BRITEON!	
CORRESPONDENCE DATA			
Fax Number:	3128324700		
<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:	3128324500		
Email:	jrodriguez@foley.com		
Correspondent Name:	Jami A. Gekas - Foley & Lardner LLP		
Address Line 1:	321 North Clark Street		
Address Line 2:	Suite 2800		
Address Line 4:	Chicago, ILLINOIS 60654-5313		
ATTORNEY DOCKET NUMBER:	116515-5075		
NAME OF SUBMITTER:	Lisa M. Valenti-Jordan		
SIGNATURE:	/Lisa M. Valenti-Jordan/		
DATE SIGNED:	09/05/2018		
Total Attachments: 2			
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OP \$40.00 4147845

EXHIBIT A

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK ("Assignment") is made effective as of the 13th day of July, 2017, from **DENTIST RX, LLC**, a Delaware limited liability company ("Assignor"), to **SMILEDIRECTCLUB, LLC**, a Tennessee limited liability company ("Assignee").

WITNESSETH:

WHEREAS, as of the date of this Assignment, Assignor is using and has used, and is the sole owner of all right, title, and interest in and to, the trademark **BRITEON!**, including in the following form:

BriteOn!

(the "Mark"), and to the following URLs: <briteon.biz>; <briteon.info>; <briteon.net>; <briteon.org>; and <briteon.xxx> (together, the "Seller's URLs");

WHEREAS, Assignee desires to acquire the entire interest of Assignor in and to the Mark and to the Seller's URLs; and

WHEREAS, Assignor has agreed to sell, assign, and transfer to Assignee all right, title, and interest of Assignor in and to the Mark, including all derivatives thereof, all trademark applications therefor, and registrations thereof, and all goodwill associated therewith, and to the Seller's URLs.


NOW, THEREFORE, in consideration of the premises, a valuable sum in dollars, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, convey, assign, transfer, and deliver unto Assignee, absolutely and forever, all of its right, title, and interest, whether statutory or at common law, in and to the Mark throughout the world, together with the goodwill of the business symbolized by the Mark and all registrations and recordings of and pending applications relating to the Mark and all renewals thereof owned by Assignor, whether in the United States Patent and Trademark Office or in any similar office or agency of the United States, any state thereof, or any foreign jurisdiction, including, but not limited to, United States Registration No. 4,147,845 (the "Registration"), and to the Seller's URLs.

Upon the reasonable request of Assignee, Assignor will execute and deliver to Assignee all documentation that may be required to confirm, perfect, or record the transfer of ownership of the Mark and Registration and the Seller's URLs to Buyer.

This Assignment shall be binding upon and shall inure to the benefit of the successors and assigns of the respective Assignor and Assignee. This Assignment shall be governed in its construction, interpretation, and performance by the laws of the United States of America.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date and year first above stated.

DENTIST RX, LLC

By: 
Name: Timothy Hill
Title: President of Operations
Date: 7/3/2017

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