

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM517939

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Northland Hearing Centers, Inc.		04/04/2019	Corporation: MINNESOTA
RECEIVING PARTY DATA			
Name:	Starkey Laboratories, Inc.		
Street Address:	6700 Washington Avenue South		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	Corporation: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4857994	NEWSOUND HEARING NETWORK	
CORRESPONDENCE DATA			
Fax Number:	8164121263		
<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:	8168428600		
Email:	trademark.mpl@stinson.com		
Correspondent Name:	Stinson Leonard Street LLP		
Address Line 1:	50 South 6th Street, Ste 2600		
Address Line 2:	Cynthia Maust, Paralegal		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	2019609.0544		
NAME OF SUBMITTER:	Cynthia Maust		
SIGNATURE:	/Cynthia Maust/		
DATE SIGNED:	04/08/2019		
Total Attachments: 3			
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source=TM Assignment from Northland Hearing to Starkey Laboratories#page2.tif			
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CH \$40.00 4857994

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment"), effective as of the date of the last authorized signature shown below, is made by and between Northland Hearing Centers, Inc., a Minnesota corporation, located at 6700 Washington Avenue South, Eden Prairie, Minnesota 55344 ("Assignor"), and Starkey Laboratories, Inc., a Minnesota corporation, located at 6700 Washington Avenue South, Eden Prairie, Minnesota 55344 ("Assignee").

WHEREAS, Assignor owns the trademarks identified on Exhibit A attached hereto (the "Marks"); and

WHEREAS, Assignor wishes to assign ownership of the Marks and any and all applications and registrations therefor to Assignee and Assignee wishes to acquire the Marks and any applications and registrations.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows:

1. Assignor hereby assigns, transfers, and conveys to Assignee all rights, title, and interest in and to the Marks and any and all applications and registrations therefor, including the registration identified on Exhibit A, together with the goodwill of the business associated with the use of and symbolized by the Marks, to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor if this Assignment had not been executed. Assignor further assigns, transfers, and conveys to Assignee the entire right, title, and interest in and to any and all causes of action and rights of recovery for past infringement of the Marks.
2. Assignor covenants and agrees to cooperate with Assignee so that Assignee may enjoy to the fullest extent the rights, title, and interest herein conveyed. Such cooperation shall include prompt execution of all papers prepared at the expense of Assignee which are deemed necessary or desirable by Assignee to perfect in it the rights, title, and interest conveyed in this Assignment.
3. The terms, covenants and provisions of this Assignment shall inure to the benefit of Assignee, its successors, assigns, and legal representatives, and shall be binding upon Assignor, its successors, assigns, and other legal representatives.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed on the dates noted below by their respective officers thereunto duly authorized.

NORTHLAND HEARING CENTERS, INC.

By: [Signature]

Date: 4/4/2019

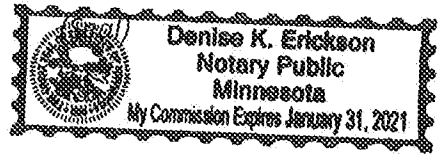
Name: William B. Courtney, Jr.

Title: CFO

NOTARIAL ACKNOWLEDGEMENT

State of Minnesota)
) ss.
County Washington)

On this 4 day of April, 2019, before me appeared William Courtney, the person who signed this instrument, who acknowledged that he or she signed it as a free act on behalf of the identified corporation with authority to do so.



[Signature]
Notary Public

STARKEY LABORATORIES, INC.

By: [Signature]

Date: April 4, 2019

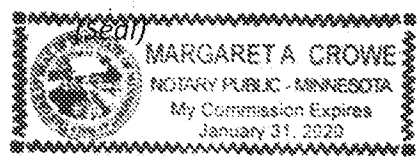
Name: Thomas W. King

Title: General Counsel

NOTARIAL ACKNOWLEDGEMENT

State of Minnesota)
) ss.
County Hennepin)


On this 4th day of April, 2019, before me appeared Tom King, the person who signed this instrument, who acknowledged that he or she signed it as a free act on behalf of the identified corporation with authority to do so.



[Signature]
Notary Public

[Signature Page to Trademark Assignment from Northland Hearing Centers, Inc.]

Exhibit A to Trademark Assignment

The Marks	Goods/Services	The Territory
	Hearing aids; Hearing aid services	U.S.
NEWSOUND HEARING NETWORK	Hearing aids; Hearing aid services	U.S.
NEWSOUND	Hearing aids; Hearing aid services	U.S.

The Registration	Serial No.	Registration Date
U.S. Reg. No. 4,857,994	86/489,226	Nov. 24, 2015