

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM611922

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Milford Holding Company, a/k/a Milford Holding Co.		11/30/2020	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Benco Dental Supply Co.
Street Address:	295 CenterPoint Boulevard
City:	Pittston
State/Country:	PENNSYLVANIA
Postal Code:	18640
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 59

Property Type	Number	Word Mark
Serial Number:	74686534	BENCO
Serial Number:	75976899	BENCO
Serial Number:	87213552	"BENTALKS BENCOBENTALKS.COM
Serial Number:	87213507	"BENTALKS
Serial Number:	78691896	BLUCHIP
Serial Number:	78730547	BENCONET NETWORKS · EQUIPMENT · TECHNOLO
Serial Number:	78730466	BENCONET
Serial Number:	88466903	BENCO SELECT
Serial Number:	74684928	1-800-GO BENCO
Serial Number:	86082180	BLUPRINT
Serial Number:	86359900	BLU SHIP
Serial Number:	86350389	BLUSHIP
Registration Number:	5652594	BUILD YOUR FUTURE
Serial Number:	78231399	CELEBRITY
Serial Number:	86591804	THE CENTER POINTE EXPERIENCE
Serial Number:	86591850	THE CENTER POINT EXPERIENCE
Serial Number:	86592614	CENTERPOINT DESIGN
Serial Number:	86592494	CENTER POINT DESIGN
Serial Number:	85433406	CLARION FINANCIAL

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	77736062	COMPREHENSIVE PRACTICE ASSESSMENT
Serial Number:	78338576	CONCIERGE FREE GOODS
Serial Number:	87213373	DESTINATION CENTERPOINT
Serial Number:	87213428	DESTINATION CENTER POINT
Serial Number:	88577470	DRIVING DENTISTRY FORWARD
Serial Number:	78337593	EARNINGS ACCELERATOR SCORECARD
Serial Number:	86037207	EMULATE
Serial Number:	85956919	E-ON
Serial Number:	85956771	E-ON
Serial Number:	86851906	FASTRACT
Serial Number:	86149381	GIBSON HEALTHCARE
Serial Number:	75321973	GRAHAM
Serial Number:	88807886	HUG PRICING
Serial Number:	78002710	INSITE DESIGN SOLUTIONS
Serial Number:	75084427	INCISAL EDGE
Serial Number:	85544579	IRIS
Serial Number:	85979844	IRIS
Serial Number:	88664115	JETFLOSS
Serial Number:	88664151	JETFLOSS GO
Serial Number:	78323870	NATURAL EXTENSIONS
Serial Number:	86330183	NEOSTRETCH
Serial Number:	87741533	ONE CLICK EQ SUPPORT
Serial Number:	86157995	ONEVIEW
Serial Number:	86606376	ONEVISIT
Serial Number:	86212121	OPTIMUM
Serial Number:	78268144	PAINLESS
Serial Number:	74676910	PAINLESS
Serial Number:	87066993	PRACTICE GPS
Serial Number:	87067049	PRACTICE GPS ONLINE SUITE OF SERVICES PO
Serial Number:	85945291	PRO-SYS
Serial Number:	87529606	PRO-SYS
Serial Number:	86151555	PROVISA
Serial Number:	86065603	STERLING
Serial Number:	85945509	THE LUCY HOBBS PROJECT
Serial Number:	86126485	VALUGRIP
Serial Number:	87418321	VARIOSONIC
Serial Number:	86148028	VALULINE
Serial Number:	87699707	VIPX

Property Type	Number	Word Mark
Serial Number:	77378069	WE DELIVER SUCCESS SMILE AFTER SMILE
Serial Number:	86149179	Z3

CORRESPONDENCE DATA

Fax Number: 5706963320

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.

Phone: 5707144000

Email: msmolow@smolowlaw.com

Correspondent Name: Mitchell A. Smolow

Address Line 1: 720 Hampton Road

Address Line 4: Shavertown, PENNSYLVANIA 18708

NAME OF SUBMITTER:	Mitchell A. Smolow
SIGNATURE:	/Mitchell A. Smolow/
DATE SIGNED:	12/02/2020

Total Attachments: 4

source=Trademark Assignment Final Executed 11.30.2020#page1.tif

source=Trademark Assignment Final Executed 11.30.2020#page2.tif

source=Trademark Assignment Final Executed 11.30.2020#page3.tif

source=Trademark Assignment Final Executed 11.30.2020#page4.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between Benco Dental Supply Co., a corporation formed in accordance with the laws of Delaware (the "Assignee"), and Milford Holding Company, a/k/a Milford Holding Co., a corporation formed in accordance with the laws of Delaware (the "Assignor").

WHEREAS, contemporaneous with the execution of this Assignment, Assignor and Assignee are executing a Merger Agreement effective as of November 30, 2020;

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the corresponding registrations and/or applications for registration set forth on Exhibit 1 (collectively, the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, any priority right that may arise from the Trademarks, and all rights to sue, bring actions and recover and hold damages, profits and other compensation for any and all past and future infringements and unauthorized use of the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration set forth on Exhibit 1 to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effectuate this assignment or to confirm Assignee's ownership of the Trademarks.

This Assignment may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

Assignor warrants and represents that (a) Assignor has not heretofore assigned, pledged or otherwise transferred the aforesaid Trademarks; and (b) Assignor has the full right and power to enter into this Assignment. This Assignment shall be binding upon Assignor, Assignor's successors and assigns, and upon all others acting by, through, with or under Assignor's direction or control, and all those in privity therewith.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of this 30 day of November 2020.

ASSIGNOR

ASSIGNEE

Milford Holding Company

Benco Dental Supply Co.

By: [Signature]
Richard S. Cohen
Managing Director

By: [Signature]
Richard S. Cohen
Managing Director

By: [Signature]
Charles F. Cohen
Managing Director

By: [Signature]
Charles F. Cohen
Managing Director

COMMONWEALTH OF PENNSYLVANIA:

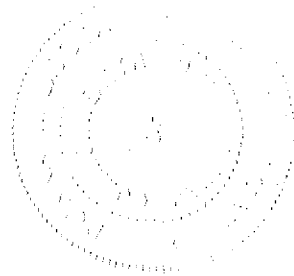
COUNTY OF LUZERNE

On this 30 day of November 2020, before me, a Notary Public in and for the State and County aforesaid, personally appeared Richard S. Cohen and Charles F. Cohen, known by me to be the persons above, duly authorized to execute this Assignment on behalf of Milford Holding Company, and who signed and executed the foregoing instrument on behalf of Milford Holding Company.

Given under my hand and seal this 30 day of November 2020.

[Signature]
Notary Public

Commonwealth of Pennsylvania - Notary Seal
Donna M. LaSota, Notary Public
Luzerne County
My commission expires March 21, 2022
Commission number 1101319
Member, Pennsylvania Association of Notaries



COMMONWEALTH OF PENNSYLVANIA:

COUNTY OF LUZERE

On this 30 day of November 2020, before me, a Notary Public in and for the State and County aforesaid, personally appeared Richard S. Cohen and Charles F. Cohen, known by me to be the persons above, duly authorized to execute this Assignment on behalf of Benco Dental Supply Co., and who signed and executed the foregoing instrument on behalf of Benco Dental Supply Co..

Given under my hand and seal this 30 day of November 2020.

[Signature]
Notary Public

Commonwealth of Pennsylvania - Notary Seal
Donna M. LaSota, Notary Public
Luzerne County
My commission expires March 21, 2022
Commission number 1101319
Member, Pennsylvania Association of Notaries

EXHIBIT 1 - TRADEMARK SCHEDULE

USA TRADEMARKS		
Name	Registration #	Serial #
Benco ®	2,078,375	74686534
Benco ®	2,219,087	75976899
"bentalks ® (logo)	5,226,926	87213552
"bentalks ® (text)	5,226,925	87213507
BLUCHIP ®	3,120,627	78691896
BENCONET NETWORKS EQUIPMENT TECHNOLOGY ®	3,221,711	78730547
BENCONET ®	3,221,710	78730466
Benco Select	5,975,671	88466903
1-800-GO-BENCO ®	2,080,599	74684928
Blu-Print ®	4,525,837	86082180
BluShip (logo) ®	4,802,339	86359900
BluShip (Words) ®	4,793,215	86350389
Build Your Future®	5,652,594	876644280
CELEBRITY ®	3,276,036	78231399
The CenterPoint Experience (Words) ®	4,851,291	86591804
The CenterPoint Experience (Logo) ®	4,851,295	86591850
CenterPoint Design (words) ®	4,880,103	86592614
CenterPoint Design (Logo) ®	4,880,101	86592494
Clarion Financial ®	4,204,772	85433406
COMPREHENSIVE PRACTICE ASSESSMENT ®	3,805,646	77736062
CONCIERGE FREE GOODS ®	3,036,613	78338576
Destination CenterPoint ® (Text)	5,217,420	87213373
Destination CenterPoint ® (Logo)	5,217,421	87213428
Driving Dentistry Forward (SM)	6,159,717	88577470
Earnings Accelerator Scorecard ®	2,924,569	78337593
Emulate ®	4,523,513	86037207
e-on ®	4,610,793	85956919
e-on ®	4,566,657	85956771
fasTRACT ®	5,007,967	86851906
Gibson Healthcare ®	4,779,946	86149381
G Graham Mark ®	2,176,825	75321973
Hug Pricing		88807886
Insite Design Solutions ®	2,815,677	78002710
INCISAL EDGE ®	2,128,164	75084427
INCISAL EDGE ™		
Iris ®	4,412,373	85544579
Iris ®	4,455,127	85979844
JetFloss ®	6,103,927	88664115
JetFloss Go ™		88664151
Natural Extensions ®	2,879,745	78323870
NeoStretch ®	4,682,151	86330183
One Click EQ Support		87741533
OneView ®	4,600,443	86157995
OneVisit ®	4,925,437	86606376
OPTIMUM ®	4,651,892	86212121
PAINLESS ®	2,874,712	8841144

TRADEMARK

PAINLESS ®	2,048,240	74676910
Practice GPS ®	5,239,642	87066993
Practice GPS Logo ®	5,239,643	87067049
Pro-Sys ®	4,629,429	85945291
Pro-Sys TM (US)		87529606
Provisa ®	4,651,722	86151555
Sterling ®	4,629,739	86065603
The Lucy Hobbs Project ®	4,630,744	85945509
Valugrip ®	4,522,089	86126485
VarioSonic ®	5,482,371	87418321
Valuline ®	4,657,615	86148028
VIPX®	5,646,495	87699707
WE DELIVER SUCCESS SMILE AFTER SMILE ®	3,523,625	77378069
Z3 ®	4,616,490	86149179
CANADIAN MARKS		
Benco - Canada ®	TMA536743	
G Graham & Design ® Canada	TMA496145	
EUROPEAN MARKS		
BENCO DENTAL CO ®	000130633	
CHINESE MARKS		
BENCO DENTAL®	ZC12267750SL	
Benco®	ZC12296199SL	
fasTRACT®	19297310	
Natural Extensions®	ZC12267764SL	
Pro-Sys ®	ZC12648033SL	
	ZC12648076SL	
	ZC12648094SL	
	ZC12648108SL	
Pro-Sys ®	26491928	
Valugrip ®	ZC12267683SL	
VarioSonic ®	23695200	
VarioSoft®	25481478	
Valuline®	ZC12332195SL	
MISCELLANEOUS		
Beam TM	CoreTech TM	RPM TM
Benco Boosters (SM)	Dental University	Signature Program
Benco Brands TM	Dental U	Simulate TM
Benco Dental TM	DDR TM	Soleil TM
Benco BluChip Buying Club (SM)	Dentist Desk Reference TM	Sooper-Fax
Bencocaine TM	Five Finger Discount Club (SM)	Soopertooth & Design
BencoLAB TM	Glove Handbook TM	Sterling View
Benco Bluchip Buying Club & Design	Materials Management Systems (SM)	Success Partners (SM)
B & Tooth Design	OptiSonic TM	Success Services (SM)
Benco Dental Co & Design	One Click EQ Support (SM)	ThreeSixty (SM)
Bencono	Painles® AI™ Artificial Intelligence (SM)	TREO TM
Benco Econo	Painless® PSE™ Personal Shopper Edition (SM)	Variosoft TM
Celebrity Select TM	Provisa C&B TM	VisionXR TM
CenterPoint Construction (SM)	ProvisaCEM TM	XLR8 TM
Cold Snap TM	Project Practice (SM)	ZIPP
Concierge Free Goods Logo		TRADEMARK