

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM624902

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
B2Hearing NY, Inc.		01/26/2021	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Starkey Laboratories, Inc.		
Street Address:	6700 Washington Avenue S.		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	Corporation: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4972190	START HEAR PRECISION HEARING CENTERS	
CORRESPONDENCE DATA			
Fax Number:	3129800765		
<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:	3122698000		
Email:	martus@nge.com		
Correspondent Name:	Lee J. Eulgen		
Address Line 1:	Neal Gerber & Eisenberg LLP		
Address Line 2:	Suite 1700, Two North LaSalle Street		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	30857.0001		
NAME OF SUBMITTER:	Lee J. Eulgen		
SIGNATURE:	/Lee J. Eulgen/		
DATE SIGNED:	02/05/2021		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of the date of the last signing below, is made by B2Hearing NY, Inc., a New York Corporation with an address of record at 99 Jane Street, New York, New York 10014 (Assignor), and Starkey Laboratories, Inc., a Minnesota Corporation with a place of business at 6700 Washington Avenue S., Eden Prairie, Minnesota 55344 ("Assignee").

WHEREAS, Assignor is the owner of all right, title, and interest in and to the trademark set forth in Exhibit 1 hereto, including without limitation the Trademark Registration identified therewith (collectively, the "Trademark");

WHEREAS, the Assignor and the Assignee have entered into that certain Settlement and Assignment Agreement, dated as of January 26, 2021 (the "Agreement"), pursuant to which Assignee has acquired from Assignor all right, title, and interest in the Trademark, together with all goodwill and common law rights of Assignor in the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, all right, title and interest in, to, and under the Trademark, including without limitation: (i) all common law rights therein; (ii) all goodwill associated therewith and symbolized thereby; (iii) the right to further assign and to license any and all right, title and interest in and to the Trademark; and (iv) the right to sue and collect damages for past, present and future infringements of the Trademark by any third party, in any country around the world.

Assignor hereby authorizes Assignee to record Assignee as the owner of the aforesaid Trademark Registration and to renew the Trademark Registration in the name of Assignee for the use and enjoyment of the Assignee, its successors and assigns.

Assignor:

B2HEARING NY, INC.

By: _____

Name: _____

Title: _____

Date: _____

Assignee:

Starkey Laboratories, Inc.

By: _____

Name: _____

Title: _____

Date: _____

[Signature]
Bruce Bert II

[Signature]
Pres.


[Signature]
1/26/21

[Signature]
Jeffrey P. Cook

Managing Intellectual Property Counsel

January 26, 2021

Exhibit 1 to Trademark Assignment from
B2Hearing NY, Inc. to Starkey Laboratories, Inc.

<u>Mark</u>	<u>Country</u>	<u>Reg. No.</u>	<u>Registration Date</u>
 <p>START HEAR PRECISION HEARING CENTERS</p>	United States	4972190	June 7, 2016