

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM707506

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DBI, Inc.		01/12/2022	Corporation: MINNESOTA
RECEIVING PARTY DATA			
Name:	Direct Benefits, an Alera Group Agency, LLC		
Street Address:	3 Parkway North, Suite 500		
City:	Deerfield		
State/Country:	ILLINOIS		
Postal Code:	60015		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3263062	MAGNUM DENTAL	
CORRESPONDENCE DATA			
Fax Number:			
<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:	6172613115		
Email:	botrademarks@klgates.com		
Correspondent Name:	David J. Byer		
Address Line 1:	One Lincoln Street		
Address Line 4:	Boston, MASSACHUSETTS 02111		
NAME OF SUBMITTER:	David J. Byer		
SIGNATURE:	/David J. Byer/		
DATE SIGNED:	02/09/2022		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made and entered by and between DBI, Inc., a Minnesota corporation ("Assignor") and Direct Benefits, an Alera Group Agency, LLC, a Delaware limited liability company ("Assignee") (collectively referred to as the "Parties").

Whereas, Assignor is the owner of the following trademarks ("Marks"):

Trademark	Reg. No.	Country
MAGNUM DENTAL	3,263,062	US
MAGNUM VISION	Common law	US

Whereas, Assignor wishes to assign its rights in the Marks to Assignee.

Now, therefore, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

Assignor hereby assigns, sells and transfers to Assignee all of its rights, title and interest in and to the Marks, including, but not limited to: (i) all registration rights with respect to the Marks, (ii) any rights to prepare derivative marks, (iii) any goodwill related to the Marks, and (iv) all income, royalties or claims relating to the Marks due or payable on or after the date of this Assignment.

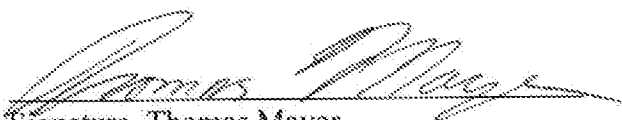
Assignor represents and warrants (i) that Assignor is the exclusive owner of the Marks, (ii) that Assignor possesses all rights, title and interest in and to the Marks, (iii) that Assignor has the power to enter into this Assignment, and (iv) that the rights transferred in this Assignment are free of any lien, encumbrance or adverse claim.

Assignor agrees to assist Assignee, upon request, by taking any reasonable action that may be necessary for the perfecting, securing and completing of this Assignment.

The covenants and conditions contained in this Assignment shall apply to and bind the Parties and their heirs, legal representatives, successors and permitted assigns.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed on the respective dates set forth below.

DBI, INC.



Signature, Thomas Mayer
Its: Chief Compliance Officer
Date: January 12, 2022