

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM851760

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ViewMax Solutions, LLC		08/02/2023	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Ultradent Products, Inc.		
Street Address:	505 West 10200 South		
City:	South Jordan		
State/Country:	UTAH		
Postal Code:	84095		
Entity Type:	Corporation: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5370695	EASE-IN-SHIELDS	
CORRESPONDENCE DATA			
Fax Number:	4352521361		
<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:	4352521360		
Email:	cvancott@mabr.com		
Correspondent Name:	Richard C. Gilmore		
Address Line 1:	1389 Center Drive		
Address Line 2:	Suite 300		
Address Line 4:	Park City, UTAH 84098		
NAME OF SUBMITTER:	Richard C. Gilmore		
SIGNATURE:	/Richard C. Gilmore/		
DATE SIGNED:	11/07/2023		
Total Attachments: 4			
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OP \$40.00 5370695

TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”) made as of May 31, 2023 (the “Effective Date”) is entered into by and between ViewMax Solutions, LLC (“Assignor”), an Arkansas limited liability company with principal offices located at 2651 Quarry Lane, Fayetteville, Arkansas, 72704, and Ultradent Products, Inc. (“Assignee”), a corporation incorporated in the State of Utah with principal offices located at 505 West 10200 South, South Jordan, Utah 84095, USA, each individually a “Party” and collectively the “Parties”.

WHEREAS, Assignor, ViewMax Solutions, LLC, has adopted, used and is using, and is the owner of, all right, title and interest in and to U.S. Trademark Registration no. 5,370,695, and any common law trademark rights therefor (the “Mark”).

WHEREAS, for good and valuable consideration as set forth in separate agreements between Assignor and Assignee, the receipt of which is hereby acknowledged, Assignee has acquired Assignor’s rights in the Mark;

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, assigns, and transfers to Assignee, Assignor’s entire right, title and interest in and to the Mark, together with: (1) the goodwill of the business symbolized by or associated with the Mark throughout the world; (2) all income, royalties, damages, and payments now or hereafter due or payable with respect to the Mark including for past and future infringements; and (3) all rights to sue and recover damages and/or profits for past infringements.

[Signature Page Follows]

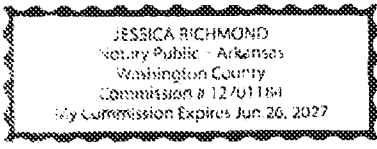
IN WITNESS WHEREOF, I have executed this Assignment this 2nd day of August, 2023
Assignor, ViewMax Solutions, LLC

By: Chris Owens
Title: CEO

State of Arkansas
County of Washington

On this 2nd day of August, 2023 before me, a Notary Public came Chris Owens, to me known and known to be the individual described in and who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act and deed.

Notary Public Jessica Richmond
My Commission Expires: 6/24/27



IN WITNESS WHEREOF, I have executed this Assignment this _____ day of July, 2023.
Assignee, Ultradent Products, Inc.

By: _____
Title: _____

State of _____
County of _____

On this _____ day of _____, _____, before me, a Notary Public came _____, to me known and known to be the individual described in and who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act and deed.

Notary Public
My Commission Expires:

TRADEMARK ASSIGNMENT

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NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, assigns, and transfers to Assignee, Assignor’s entire right, title and interest in and to the Mark, together with: (1) the goodwill of the business symbolized by or associated with the Mark throughout the world; (2) all income, royalties, damages, and payments now or hereafter due or payable with respect to the Mark including for past and future infringements; and (3) all rights to sue and recover damages and/or profits for past infringements.

[Signature Page Follows]

IN WITNESS WHEREOF, I have executed this Assignment this _____ day of July, 2023

Assignor, ViewMax Solutions, LLC

By: _____
Title: _____

State of _____

County of _____

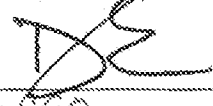
On this _____ day of _____, _____, before me, a Notary Public came _____, to me known and known to be the individual described in and who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act and deed.

Notary Public

My Commission Expires:

IN WITNESS WHEREOF, I have executed this Assignment this 13 day of July, 2023.

Assignee, Ultradent Products, Inc.

By: Dirk Jeffs 
Title: President + CEO

State of Utah

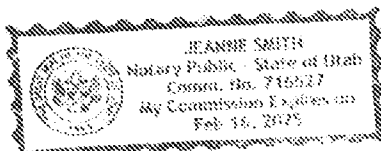
County of SLC

On this 13 day of July, 2023, before me, a Notary Public came Dirk Jeffs, to me known and known to be the individual described in and who executed the foregoing assignment, and he/she duly acknowledged the same to be his/her free act and deed.

Notary Public

My Commission Expires:

2/14/25



TRADEMARK