

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	11/09/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Market Masters, Inc. d/b/a Direct Dental Service		11/08/2005	CORPORATION: MICHIGAN

**RECEIVING PARTY DATA**

Name:	Tri-Bite Dental, Inc.
Street Address:	2350 West Florist Avenue
City:	Milwaukee
State/Country:	WISCONSIN
Postal Code:	53209
Entity Type:	CORPORATION: NEW JERSEY

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Serial Number:	78303969	BEYOND
Registration Number:	1628177	TRI-BITE
Registration Number:	1811809	PREFERRED
Registration Number:	2740311	IS 2000
Registration Number:	2866930	SEAMLESS
Registration Number:	2970287	BLUE ICE

**CORRESPONDENCE DATA**

Fax Number: (609)924-3036  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 609-924-8555  
 Email: tdenys@mathewslaw.com  
 Correspondent Name: Todd A. Denys  
 Address Line 1: 100 Thanet Circle

CH \$165.00 78303969

Address Line 2: Suite 306  
Address Line 4: Princeton, NEW JERSEY 08540-3674

ATTORNEY DOCKET NUMBER:

4836-123US

NAME OF SUBMITTER:

Todd A. Denys

Signature:

/todd a. denys/

Date:

11/15/2005

**Total Attachments: 3**

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## UNITED STATES

## ASSIGNMENT

THIS ASSIGNMENT is made effective the 9 day of November, 2005 between, MARKET MASTERS, INC., D/B/A DIRECT DENTAL SERVICE a corporation organized and existing under the laws of the State of Michigan, with a principal place of business located at 1161 East Clark Road, Suite 258, Dewitt, Michigan 48820, United States of America (hereinafter the "ASSIGNOR"), and TRI-BITE DENTAL, INC., a corporation organized and existing under the laws of the State of New Jersey, with a principal place of business located at 2350 West Florist Avenue, Milwaukee, Wisconsin 53209, United States of America, (hereinafter the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the Trademarks and Trademark Applications and/or Registrations therefor listed in Schedule A attached hereto (hereinafter the "Trademarks"), and

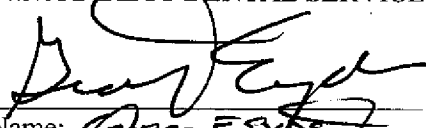
WHEREAS, ASSIGNOR has agreed to assign the Trademarks to the ASSIGNEE, and the ASSIGNEE hereby accepts said assignment.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the ASSIGNOR hereby assigns to the ASSIGNEE all of its right, title, and interest in the Trademarks and Trademark Applications and/or Registrations therefor listed in Schedule A attached hereto, together with the good will of the business associated therewith and the portion of the business assets to which the Trademarks and Trademark Applications and/or Registrations pertain, and the right to sue for past infringement and to retain any damages obtained as a result of such action.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto set its hand this 8 day of November, 2005.

MARKET MASTERS, INC.,  
D/B/A DIRECT DENTAL SERVICE

BY:

  
Name: GEORGE F. EYDE

Title: President

(Corporate seal)

TRADEMARK

REEL: 003194 FRAME: 0654

United States of America )  
State of MICHIGAN ) ss:  
County of INGHAM )

On this 8<sup>th</sup> day of November, 2005, before me, personally appeared, GEORGE F SYDE, to me known, who being by me duly sworn, did depose and say that he is PRESIDENT of Market Masters, Inc., d/b/a Direct Dental Service, the corporation described in and which executed the within instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal.

  
Notary Public

Notarial Seal

JEANNE M. JOHNS  
Notary Public, Ingham County, MI  
My Comm. Expires Mar. 8, 2006

*Acting in Ingham County*

**UNITED STATES**

**SCHEDULE A**

<u>Trademark</u>	<u>Registration No.</u>
TRI-BITE	1,628,177
PREFERRED	1,811,809
IS 2000 & DESIGN	2,740,311
SEAMLESS & DESIGN	2,866,930
BLUE ICE & DESIGN	2,970,287

<u>Trademark</u>	<u>Application No.</u>
BEYOND & DESIGN	78/303,969

**TRADEMARK**