

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM362952

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bayshore Dental Studio LLC		11/16/2015	LIMITED LIABILITY COMPANY: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ivoclar Vivadent, Inc.		
<b>Street Address:</b>	175 Pineview Drive		
<b>City:</b>	Amherst		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14228		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4255229	ZMAX	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7168490349		
<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>			
<b>Phone:</b>	716-856-4000		
<b>Email:</b>	ddovi@hodgsonruss.com		
<b>Correspondent Name:</b>	Daniel F. Dovi		
<b>Address Line 1:</b>	Hodgson Russ LLP		
<b>Address Line 2:</b>	140 Pearl Street, Suite 100		
<b>Address Line 4:</b>	Buffalo, NEW YORK 14202		
<b>ATTORNEY DOCKET NUMBER:</b>	044652.00426		
<b>NAME OF SUBMITTER:</b>	Daniel F. Dovi		
<b>SIGNATURE:</b>	/Daniel F. Dovi/		
<b>DATE SIGNED:</b>	11/19/2015		
<b>Total Attachments: 1</b>			
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CH \$40.00 4255229

**ASSIGNMENT OF TRADEMARKS**

This Assignment of Trademarks ("*Assignment*"), effective as of November 16, 2015 ("*Effective Date*"), is given by Bayshore Dental Studio LLC, a Florida limited liability company, with a principal place of business at #100 3901 Coconut Palm Dr., Tampa, Florida 33619 ("*Assignor*") to Ivoclar Vivadent, Inc., a Delaware corporation, with a principal place of business at 175 Pineview Drive, Amherst, New York 14228 ("*Assignee*").

WHEREAS, Assignor has used and is using in U.S. commerce the trademark listed below (the "*Mark*"), and is the sole and exclusive owner of the entire right, title, and interest in and to the Mark, the U.S. registration for the Mark listed below (the "*Registration*"), and all goodwill of the business symbolized by and associated with the Mark; and

COUNTRY	MARK	REG. NO.	STATUS
United States	ZMAX	4255229	Registered

WHEREAS, Assignor desires to transfer to Assignee and Assignee desires to acquire from Assignor all of Assignor's right, title, and interest in and to the Mark and Registration, including, without limitation, all of the goodwill of the business symbolized by and associated with the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, conveys, sets over, and delivers unto Assignee and Assignee's successors and assigns forever, on a worldwide basis: (i) all of Assignor's right, title, and interest in and to the Mark, together with all of the goodwill of the business connected with the use thereof, symbolized thereby, and associated therewith; (ii) the Registration and the right to apply for and obtain registrations for the Mark and all rights of renewal and extensions thereof; (iii) all common-law rights related to the Mark; and (iv) the right to sue for all past, present, and future infringements, dilutions, and other violations of the Mark and to recover damages and other amounts related thereto. Assignor will cooperate and work with Assignee and will provide and execute any and all additional papers, documents, or instruments necessary to complete the Assignment herein and vest title to and ownership of the Mark in Assignee.

TO HAVE AND TO HOLD the same unto said Assignee, its successors and assigns, forever.

**BAYSHORE DENTAL STUDIO LLC**

By: [Signature]

Name: Tim Diastl

Title: President

**ACKNOWLEDGEMENT:** Assignee hereby acknowledges and accepts the assignment made herein

**IVOCLAR VIVADENT, INC.**

By: [Signature]

Name: Robert A. Freass

Title: VP Finance + Admin