

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM375877

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ivoclar Vivadent AG		03/01/2016	Corporation: LIECHTENSTEIN
RECEIVING PARTY DATA			
Name:	Ivoclar Vivadent, Inc.		
Street Address:	175 Pineview Drive		
City:	Amherst		
State/Country:	NEW YORK		
Postal Code:	14228		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1928460	IPS EMPRESS	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	716-848-1391		
Email:	ddovi@hodgsonruss.com		
Correspondent Name:	Daniel F. Dovi		
Address Line 1:	Hodgson Russ LLP		
Address Line 2:	140 Pearl Street, Suite 100		
Address Line 4:	Buffalo, NEW YORK 14202		
ATTORNEY DOCKET NUMBER:	IPS EMPRESS - US		
NAME OF SUBMITTER:	Daniel F. Dovi		
SIGNATURE:	/Daniel F. Dovi/		
DATE SIGNED:	03/07/2016		
Total Attachments: 1			
source=IPS_EMPRESS#page1.tif			

CH \$40.00 1928460

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks ("Assignment"), effective as of March 1, 2016 ("Effective Date"), is given by Ivoclar Vivadent AG, a corporation of Liechtenstein, with an address of Bendererstrasse 2, Schaan FL-9494, Liechtenstein ("Assignor") to Ivoclar Vivadent, Inc., a corporation of Delaware, with an address of 175 Pineview Drive, Amherst, New York 14228 ("Assignee").

WHEREAS, Assignor desires to transfer to Assignee and Assignee desires to acquire from Assignor all right, title, and interest in and to the United States trademark and trademark registration listed below (the "Mark"), together with any and all goodwill of the business symbolized by and associated with the use of the Mark;

COUNTRY	MARK	Reg. No.
United States	IPS EMPRESS	1928460

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: (i) all of Assignor's right, title, and interest in and to the Mark, together with the goodwill of the business connected with the use thereof and symbolized thereby; (ii) 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.

Ivoclar Vivadent AG

By: [Signature]

Name: Robert Ganley

Title: CEO