

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM588723

<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>
Ultradent Products, Inc.		02/12/2020	Corporation: UTAH
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pac-Dent, Inc.		
<b>Street Address:</b>	670 Endeavor Cir.		
<b>City:</b>	Brea		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92821		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5032814	GENIUS	
<b>Registration Number:</b>	4937460	GENIUS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	9098390881		
<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>	9098390888		
<b>Email:</b>	vicky.yang@pac-dent.com		
<b>Correspondent Name:</b>	Vicky Yang		
<b>Address Line 1:</b>	670 Endeavor Cir.		
<b>Address Line 4:</b>	Brea, CALIFORNIA 92821		
<b>NAME OF SUBMITTER:</b>	Daniel Wang		
<b>SIGNATURE:</b>	/Daniel Wang/		
<b>DATE SIGNED:</b>	07/27/2020		
<b>Total Attachments: 3</b>			
source=Ultradent-Pac-Dent_TM Assignment Agreement_Ultradent executed#page1.tif			
source=Ultradent-Pac-Dent_TM Assignment Agreement_Ultradent executed#page2.tif			
source=Ultradent-Pac-Dent_TM Assignment Agreement_Ultradent executed#page3.tif			

OP \$65.00 5032814

## TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of February 12, 2020 ("Effective Date"), by Ultradent Products, Inc., a Utah corporation, having a principal place of business at 505 West 10200 South, South Jordan, Utah 84095, USA ("Assignor"), to Pac-Dent, Inc., a California corporation, having a principal place of business at 670 Endeavor Circle, Brea, CA 92821 ("Assignee").

WHEREAS, Assignor has adopted, used and is using, and is the owner of, all right, title and interest in and to the trademark registrations and applications listed in Appendix A attached hereto, and any common law trademark rights therefor (the "Marks").

WHEREAS, Assignee wishes to acquire the Assignor's rights in the Marks;

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 Marks, together with: (1) the goodwill of the business symbolized by or associated with the Marks throughout the world; (2) all income, royalties, damages, and payments now or hereafter due or payable with respect to the Marks including for past and future infringements; and (3) all rights to sue and recover damages and/or profits for past infringements.

[Signature Pages Follow]

IN WITNESS WHEREOF, the Parties have caused this Agreement to be duly executed and delivered by their authorized representatives on the date first written above.

ASSIGNOR:

Ultradent Products, Inc.

Signature: [Signature]

Name: Dirk Jeffes

Title: President

WITNESS 1:

Signature: [Signature]

Name: Jeanne Smith

Address: 7632 South Park Village Dr.  
West Jordan, Utah 84081

Nationality: U.S.A.

WITNESS 2:

Signature: [Signature]

Name: Tracey Harrach

Address: 505 W. 10200 South  
South Jordan, Utah 84095

Nationality: U.S.A.

### NOTARY ACKNOWLEDGEMENT

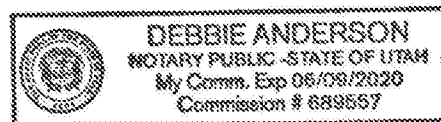
STATE OF Utah

COUNTY OF Salt Lake

I, Debbie Anderson a Notary Public, do hereby certify that on this 10<sup>th</sup> day of February, 2020, personally appeared before me Dirk Jeffes, known to me to be the person whose name is subscribed to the foregoing instrument, and swore and acknowledged to me that he executed the same for the purpose and in the capacity therein expressed, and that the statements contained therein are true and correct.

Debbie Anderson

Notary Public, State of Utah



Name, Typed or Printed: Debbie Anderson

My Commission Expires: 6-9-2020

**Appendix A**

<b>Country</b>	<b>Application no.</b>	<b>Registration no.</b>	<b>Mark</b>
USA	86/637,555	5032814	GENIUS
USA	86/326,578	4937460	GENIUS
European Union	013045695	013045695	GENIUS
Brazil	912034505	n/a - Pending	GENIUS