

**POWER OF ATTORNEY TO PROSECUTE TRADEMARK APPLICATIONS
BEFORE THE USPTO**

Owner/Applicant Name and Address:

MOON ORAL CARE, LLC

222 N PACIFIC COAST HIGHWAY, 10TH FLOOR
EL SEGUNDO, CALIFORNIA UNITED STATES 90245

The Owner/Applicant hereby revokes all previous powers of attorney given in the applications identified on the attached sheet.

I hereby appoint:

Aaron Perez-Daple; AND

The Practitioner(s) listed hereinbelow:

as attorney(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with the applications identified hereinabove, or being filed concurrently herewith.

Please recognize or change the **correspondence address** for the applications identified hereinabove to:

XSENSUS, LLP

200 Daingerfield Road, Suite 201, Alexandria, VA, 22314; OR

The address of _____.

The Owner/Applicant hereby further authorizes the USPTO to correspond with the appointed practitioner(s) as noted above via email at the following email address(es):

xsensuspat@xsensus.com	sandy.miles@xsensus.com
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SIGNATURE of Owner/Applicant

The individual whose signature and title is supplied below is authorized to act on behalf of the Owner/Applicant.

Signature:  Date: March 19, 2021

Name: Paul James Brice

Title: Manager

XSENSUS, LLP

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MOON ORAL CARE, LLC – PENDING

<u>Trademark</u>	<u>Serial No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
ELEVATE YOUR ROUTINE	88412685	May 02, 2019		
MISCELLANEOUS DESIGN	88335048	Mar. 11, 2019		
MISCELLANEOUS DESIGN	88335065	Mar. 11, 2019		

MOON ORAL CARE, LLC – REGISTERED

<u>Trademark</u>	<u>Serial No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
CLEAN SLIDE	88345403	Mar. 18, 2019	6175989	Oct. 13, 2020
ELEVATE YOUR ROUTINE	88412654	May 02, 2019	6054786	May 12, 2020
ELEVATE YOUR ROUTINE	88412693	May 02, 2019	6054788	May 12, 2020
ELEVATE YOUR ROUTINE	88412702	May 02, 2019	6054789	May 12, 2020
MOON	88012079	Jun. 22, 2018	6283587	Mar. 02, 2021
MOON	87365783	Mar. 09, 2017	5868823	Sep. 24, 2019
MOON DUST	87627162	Sep. 28, 2017	6222220	Dec. 15, 2020
MOON ORAL BEAUTY	88012058	Jun. 22, 2018	6175684	Oct. 13, 2020
ORAL BEAUTY	88334954	Mar. 11, 2019	5963629	Jan. 14, 2020
ORAL BEAUTY	88334999	Mar. 11, 2019	5963630	Jan. 14, 2020
ORAL BEAUTY	88335013	Mar. 11, 2019	5963631	Jan. 14, 2020
MISCELLANEOUS DESIGN	88335041	Mar. 11, 2019	6054441	May 12, 2020
MISCELLANEOUS DESIGN	88335052	Mar. 11, 2019	6054442	May 12, 2020