



Midwest Medical Supply Co., LLC  
13400 Lakefront Dr.  
Earth City, MO 63045

Re: Letter of Consent - MMS (Serial No. 76/392855)  
Your Ref. No.: M172 004TM

To Whom It May Concern:

As you know, Lacidem Holding B.V. is the owner of the trademark MMS MEDICAL MEASUREMENT SYSTEMS & design, as depicted in U.S. Registration No. 3,826,721. We understand that you applied to register the trademark MMS (Serial No. 76/392855) back on April 8, 2002 and that the application was suspended for a number of years. On September 28, 2010, the Trademark Office removed your application from suspension and cited our trademark registration as a basis for refusing registration of your MMS trademark under Section 2(d). In view of this refusal, you have requested that we provide you with consent to federally register your MMS trademark with the Trademark Office.

We believe your mark is not likely to cause confusion with our mark as shown in Registration No. 3,826,721. We specifically note that MMS Medical Supply is already the owner of the federally registered trademark MMS & design (Registration No. 1,696,660), which is for identical services to those listed in your pending application and that already coexists with our registration for MMS MEDICAL MEASUREMENT SYSTEMS & design.

Furthermore, our mark includes the additional wording "MEDICAL MEASUREMENT SYSTEMS," which clearly distinguishes our products from the services in your existing registration for MMS & design and pending application for MMS.

Accordingly, we are satisfied that the contemporaneous use and registration of the mark shown in Application Serial No. 76/392855 and our mark as shown in Registration No. 3,826,721, is not likely to result in any confusion, mistake, or deception among consumers. Of course, should either Lacidem Holding B.V. or Midwest Medical Supply become aware of any actual confusion, we are confident we will be able to work together to remedy the situation and to prevent it from happening in the future.

In conclusion, Lacidem Holding B.V. consents to Midwest Medical Supply's use and registration of the MMS mark in connection with the services listed in Application Serial No. 76/392855.

LACIDEM HOLDING B.V.

By: \_\_\_\_\_

Name: A.J. de Weerd

Title: President MIDWEST MEDICAL SUPPLY CO., LLC

Dated: May 20, 2011

By: *Edwin Wassen*

Name: *Edwin Wassen*

Title: *VP*

Dated: *8/2/11*