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**** HIGHLY CONFIDENTIAL ****
UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TENNESSEE
GREENEVILLE DIVISION
Civil Action No. 2:14-CV-00196

-----x
DENTSPLY INTERNATIONAL, INC. and TULSA
DENTAL PRODUCTS LLC d/b/a TULSA DENTAL
SPECIALTIES,

Plaintiffs,

- against -

US ENDODONTICS, LLC,

Defendant.

-----x
September 19, 2014
9:24 a.m.

Videotaped Deposition of BOBBY
BENNETT, taken by Plaintiffs, pursuant to
Notice, held at the offices of Kenyon &
Kenyon LLP, One Broadway, New York, New
York, before Todd DeSimone, a Registered
Professional Reporter and Notary Public of
the State of New York.

GOLD STANDARD EXHIBIT 2014
US ENDODONTICS v. GOLD STANDARD
CASE IPR2015-00632

VERITEXT REPORTING COMPANY

5 MR. GINSBERG: Objection to the
6 form of the question.

7 Q. After D&S Dental where did you
8 go?

9 A. I actually started my own
10 business.

11 Q. And what business was that?

12 A. It is US Endodontics.

13 Q. Did you start that business by
14 yourself?

15 A. No.

16 Q. Who did you start the business
17 with?

18 A. Dr. Chuck Goodis.

19 Q. Did you start the business with
20 anyone else?

21 A. No.

22 Q. And when did you meet Dr. Chuck
23 Goodis?

24 A. I still haven't met Dr. Chuck
25 Goodis until this day, believe it or not.

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5 Q. And who was that?

6 A. John Ferone.

7 Q. Is that F-e-r-r-o-n-e?

8 A. F-e-r-o-n-e.

9 Q. One R?

10 A. One R.

11 Q. And what does John Ferone do?

12 A. Today he is a sales manager

13 with Henry Schein.

14 Q. Has John Ferone had any

15 involvement in US Endo?

16 A. No.

17 Q. So approximately when did you

18 start US Endo?

19 A. It was in 2011.

20 Q. What are your current job

21 responsibilities at US Endo?

22 A. Managing the operation.

23 Q. Do you have any other

24 responsibilities there?

25 A. That's it, manage the

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5 A. To a degree.

6 Q. Are you involved in quality?

7 A. It's a small company. I'm
8 involved in everything.

9 Q. Approximately how many
10 employees does US Endo have?

11 A. 21.

12 Q. Do you report to anyone?

13 A. No.

14 Q. Is Dr. Goodis an employee of US
15 Endo?

16 A. No.

17 Q. So are you and Dr. Goodis
18 co-owners of US Endo?

19 A. Correct.

20 Q. And approximately how much do
21 you own of US Endo?

22 A. I own [REDACTED] percent.

23 MR. GINSBERG: We are getting
24 into matters of confidential information.
25 I would like to designate this entire

VERITEXT REPORTING COMPANY

5 Q. And does Dr. Goodis own the
6 remainder of US Endo?

7 A. [REDACTED]

8 Q. So how many people report to
9 you at US Endo?

10 A. Well, I guess 21. It is an
11 informal structure. We don't believe in
12 the rigidity.

13 Q. And do you hold any other
14 positions at US Endo?

15 A. No.

16 Q. And have you previously held
17 any other positions there?

18 A. No.

19 Q. And so other than Quality
20 Dental, Tulsa Dental, Dentsply, D&S Dental
21 and US Endo, you haven't worked anywhere
22 else since high school?

23 A. Well, we can go back to when I
24 was 16 and worked at White's Grocery if
25 you would like.

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