

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Dental Network of America, Inc. | | 10/31/2006 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Health Care Service Corporation | | |
| Street Address: | 300 East Randolph Street | | |
| City: | Chicago | | |
| State/Country: | ILLINOIS | | |
| Postal Code: | 60601 | | |
| Entity Type: | Mutual Legal Reserve Company: ILLINOIS | | |
| PROPERTY NUMBERS Total: 7 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 75307902 | DENTAL INDEMNITY USA | |
| Serial Number: | 78535605 | DENTAL NETWORK OF AMERICA | |
| Serial Number: | 73545873 | DENTAL NETWORK OF AMERICA, INC. | |
| Serial Number: | 73630713 | DENTAL NETWORK USA | |
| Serial Number: | 73630714 | DENTAL NETWORK USA | |
| Serial Number: | 73678673 | DNOA | |
| Serial Number: | 75933448 | DNOA SELECT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (602)734-3750 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 602.262.5311 | | |
| Email: | trademarks@lrlaw.com | | |
| Correspondent Name: | Sean D. Garrison Lewis and Roca LLP | | |
| Address Line 1: | 40 North Central Avenue, 19th Floor | | |
| Address Line 4: | Phoenix, ARIZONA 85004 | | |

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| ATTORNEY DOCKET NUMBER: | 45674.4 |
| NAME OF SUBMITTER: | Sean D. Garrison |
| Signature: | /Sean D. Garrison/ |
| Date: | 12/21/2006 |
| Total Attachments: 2 source=DNOA to HCSC Assignment#page1.tif source=DNOA to HCSC Assignment#page2.tif | |

TRADEMARK ASSIGNMENT

WHEREAS Dental Network of America, Inc. ("DNOA") is the registrant of the trademarks listed on Schedule A (See attached) which are valid, existing and uncanceled (the TRADEMARKS);

WHEREAS Health Care Service Corporation, an Illinois Mutual Legal Reserve Company ("HCSC") wishes to acquire ownership of the TRADEMARKS along with all common law trademark rights and accompanying goodwill;

WHEREAS DNOA is a wholly owned subsidiary of HCSC;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:



1. DNOA hereby assigns to HCSC any and all statutory and common law right, title and interest in and to the TRADEMARKS, together with the goodwill of the business they symbolize.

2. DNOA further assigns to HCSC all causes of action and related remedies arising out of or related to past, present or future infringement or misappropriation of the TRADEMARKS.





3. Each party agrees that it shall execute any and all further or additional instruments as necessary in order to carry out the terms and purposes of this Agreement, including providing documentation of this Agreement to the U.S. Patent and Trademark Office.

4. This Trademark Assignment contains the entire understanding and agreement between the parties hereto with respect to its subject matter and supersedes any prior or contemporaneous written or oral agreements, representations or warranties between them respecting the subject matter hereof. The recitals of this Agreement are hereby fully incorporated into this Agreement.

EFFECTIVE as of October 31, 2006

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| Dental Network of America, Inc., an Illinois corporation | Health Care Service Corporation, an Illinois Mutual Legal Reserve Company |
| By: <u></u> | By: <u></u> |
| Title: <u>COMPLIANCE OFFICER</u> | Its: <u>VP Assistant Secretary</u> |

SCHEDULE A

| TRADEMARK | Serial No. | Registration No. |
|--|------------|------------------|
| DENTAL INDEMNITY USA | 75/307902 | 2148437 |
|  Dental Network of America | 78/535605 | 3100271 |
| DENTAL NETWORK OF AMERICA, INC. | 73/545873 | 1469560 |
|  DENTAL NETWORK OF AMERICA, INC. | 73/545874 | 1454607 |
| DENTAL NETWORK USA | 73/630713 | 1473711 |
|  DENTAL NETWORK USA | 73/630714 | 1473712 |
|  DN=A | 73/678673 | 1485504 |
| DNOA SELECT | 75/933448 | 2826801 |