

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Health Care Exchange, Ltd.		10/01/2009	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Health Care Service Corporation		
Street Address:	300 Randolph Street		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	Mutual Legal Reserve Company: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1570223	DENTEMAX	
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 Garrison, c/o Lewis and Roca LLP		
Address Line 1:	40 North Central Avenue, Suite 1900		
Address Line 4:	Phoenix, ARIZONA 85004		
ATTORNEY DOCKET NUMBER:	45671-147		
NAME OF SUBMITTER:	Sean Garrison		
Signature:	/Sean Garrison/		
Date:	11/24/2009		

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

Health Care Exchange, Ltd., a Michigan corporation, is the owner of the trademarks, service marks and registrations listed on Exhibit A (the DENTEMAX Marks).

Health Care Service Corporation, an Illinois Mutual Legal Reserve Company ("HCSC") wishes to acquire ownership of all common law rights in the DENTEMAX Marks along with all state and federal registrations and associated goodwill.

Health Care Exchange, Ltd. is a wholly owned subsidiary of Dental Network of America, Inc., which in turn is a wholly owned subsidiary of HCSC.

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

1. Health Care Exchange, Ltd. hereby assigns to HCSC any and all statutory and common law right, title and interest in and to the DENTEMAX Marks, together with the goodwill of the business associated with those marks.

2. Health Care Exchange, Ltd. 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 DENTEMAX Marks.

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.

EFFECTIVE as of October 1, 2009.

Health Care Exchange, Ltd., a Michigan corporation By: <u>Melissa Wagner</u> Melissa Wagner Title: <u>Vice President of Sales & Marketing</u>	Health Care Service Corporation, an Illinois Mutual Legal Reserve Company By: <u>Tammy Meyer</u> Tammy Meyer Its: <u>DSVP & Chief Litigation Counsel</u>
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Exhibit A

DenteMax

- U.S. Registration 1,570,223

DENTEMAX



MaxPlus Program - Michigan State Registration M08569

DENTAL SOLUTIONS

