

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BRIGHT NOW! DENTAL, INC.	FORMERLY CONSUMER DENTAL SERVICE ORGANIZATION, INC.	11/09/2009	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	SMILE BRANDS INC.		
Street Address:	201 E. SANDPOINTE, SUITE 800		
City:	SANTA ANA		
State/Country:	CALIFORNIA		
Postal Code:	92707		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	2298047	BRIGHT NOW!	
Registration Number:	2453217	BRIGHT NOW!	
Registration Number:	3331039	BRIGHT NOW! DENTAL NETWORK	
Registration Number:	2755318	CONFIDENT	
Serial Number:	77720064	E SMILES	
Serial Number:	77382023	G3	
Serial Number:	77290961	1 LEVEL OF SERVICE	
Registration Number:	3573562	SMILES FOR EVERYONE	
CORRESPONDENCE DATA			
Fax Number:	(714)242-0270		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	714-428-1206		
Email:	VERONICA.PRICE@BRIGHTNOW.COM		

OP \$215.00 2298047

Correspondent Name: VERONICA L. PRICE
Address Line 1: 201 E. SANDPOINTE SUITE 800
Address Line 4: SANTA ANA, CALIFORNIA 92707

NAME OF SUBMITTER:	Neal Crowley, VP & General Counsel
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Signature:	/s/ Neal A. Crowley
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Date:	02/08/2010
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Total Attachments: 1 source=Bright Now! Dental Inc - WA - Amendment#page1.tif
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FILED
SECRETARY OF STATE
SAM REED

NOVEMBER 10, 2009
STATE OF WASHINGTON

11/10/09 1614826-001
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id:1792938

**ARTICLES OF AMENDMENT
OF
ARTICLES OF INCORPORATION
OF
BRIGHT NOW! DENTAL, INC.**

1. The name of the corporation is Bright Now! Dental, Inc.
2. Article I of the Articles of Incorporation of the corporation is amended to read in its entirety as follows:

ARTICLE I
Name

The name of the corporation is Smile Brands Inc.

3. The foregoing amendment to the Articles of Incorporation of the corporation was adopted by the Board of Directors on November 9, 2009.
4. The foregoing amendment shall be effective November 9, 2009.
5. Shareholder action was not required to approve the foregoing amendment.

Bright Now! Dental, Inc.



Steven C. Bilt, President

Person to Contact About this Filing:

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General Counsel
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