

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
BND SERVICES, INC.		11/09/2009	CORPORATION: WASHINGTON
<b>RECEIVING PARTY DATA</b>			
Name:	SMILE BRANDS INC.		
Street Address:	201 E. SANDPOINTE, SUITE 800		
City:	SANTA ANA		
State/Country:	CALIFORNIA		
Postal Code:	92707		
Entity Type:	CORPORATION: WASHINGTON		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	3266011		
<b>CORRESPONDENCE DATA</b>			
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		
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		
Signature:	/s/ Neal A. Crowley		
Date:	02/08/2010		

Total Attachments: 3  
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**TRADEMARK  
 REEL: 004146 FRAME: 0044**

**OP \$40.00 3266011**

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source=Bright Now! Dental Inc - WA - Amendment#page1.tif

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

I, Sam Reed, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

certificate that the attached is a true and correct copy of

ARTICLES OF AMENDMENT

of

BND SERVICES, INC.

Changing name to BRIGHT! NOW DENTAL, INC.

as filed in this office on February 23, 2007.

Date: November 24, 2009



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

Sam Reed, Secretary of State

TRADEMARK

REEL: 004146 FRAME: 0046

FILED  
SECRETARY OF  
STATE  
SAM REED  
FEBRUARY 23, 2007

02/23/07 1009537-002  
\$50.00 R #SUCCESS-18  
id:1252370

ARTICLES OF AMENDMENT  
OF  
ARTICLES OF INCORPORATION  
OF  
BND SERVICES, INC.

1. The name of the corporation is BND Services, 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 Bright Now! Dental, Inc.

3. The foregoing amendment to the Articles of Incorporation of the corporation was adopted on February 23, 2007.
4. The foregoing amendment shall be effective February 23, 2007.
5. Shareholder action was not required to approve the foregoing amendment.

BND SERVICES, INC.



Steven C. Bilt, President

Person to Contact About this Filing:

Orlando Medina  
Landye Bennett Blumstein LLP  
1300 SW Fifth Avenue, Suite 3500  
Portland, OR 97201  
(503) 224-4100

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TRADEMARK  
REEL: 004146 FRAME: 0047

FILED  
SECRETARY OF STATE  
SAM REED

NOVEMBER 10, 2009  
STATE OF WASHINGTON

11/10/09 1614826-001  
\$50.00 R #SUCCESS-  
014651\_2578788357 55001486  
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:**

Neal A. Crowley  
General Counsel  
Bright Now! Dental, Inc.  
201 E. Sandpointe, 8<sup>th</sup> Floor  
Santa Ana, CA 92707  
(714) 428-1238