

**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>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MDC SERVICES, INC.		11/09/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SMILE BRANDS WEST, INC.		
<b>Street Address:</b>	201 E. SANDPOINTE, SUITE 800		
<b>City:</b>	SANTA ANA		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92707		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2160468	MONARCH DENTAL	
Registration Number:	2149365	MONARCH DENTAL ASSOCIATES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(714)242-0270		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	714-428-1206		
<b>Email:</b>	VERONICA.PRICE@BRIGHTNOW.COM		
<b>Correspondent Name:</b>	VERONICA L. PRICE		
<b>Address Line 1:</b>	201 E. SANDPOINTE, SUITE 800		
<b>Address Line 4:</b>	SANTA ANA, CALIFORNIA 92707		
<b>NAME OF SUBMITTER:</b>	Neal Crowley, VP & General Counsel		
<b>Signature:</b>	/s/ Neal A. Crowley		
<b>Date:</b>	02/08/2010		
Total Attachments: 2			

OP \$65.00 2160468

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**TRADEMARK  
 REEL: 004146 FRAME: 0072**

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# Delaware

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*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "MDC SERVICES, INC.", CHANGING ITS NAME FROM "MDC SERVICES, INC." TO "SMILE BRANDS WEST, INC.", FILED IN THIS OFFICE ON THE NINTH DAY OF NOVEMBER, A.D. 2009, AT 2:49 O'CLOCK P.M.


A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

2465331 8100

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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 7631430

DATE: 11-09-09

TRADEMARK  
REEL: 004146 FRAME: 0074

**CERTIFICATE OF AMENDMENT  
OF  
CERTIFICATE OF INCORPORATION**

MDC SERVICES, INC., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation").

DOES HEREBY CERTIFY:

FIRST: That the Board of Directors of said Corporation, by the unanimous written consent of its members, adopted a resolution proposing and declaring advisable the following amendment to the Certificate of Incorporation of said Corporation:

RESOLVED, that the Certificate of Incorporation of MDC Services, Inc. be amended by changing the FIRST Article thereof so that, as amended, said Article shall read as follows:

**ARTICLE FIRST**

The name of the Corporation is: Smile Brands West, Inc."

SECOND: That the aforesaid amendment was duly adopted in accordance with the applicable provisions of Sections 242 of the General Corporation law of the State of Delaware.

IN WITNESS WHEREOF, said Corporation has caused this certificate to be signed by Steven C. Bift, its President, this 9<sup>th</sup> day of November, 2009.



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Steven C. Bift, President