

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
Dr. Rick A. Kushner		01/01/2010	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	RAK Trademarks, LLC
Street Address:	17404 West 53rd Dr.
City:	Golden
State/Country:	COLORADO
Postal Code:	80403
Entity Type:	LIMITED LIABILITY COMPANY: COLORADO

PROPERTY NUMBERS Total: 19

Property Type	Number	Word Mark
Registration Number:	3526978	
Registration Number:	3632616	
Registration Number:	3448496	CARE DAY
Registration Number:	3560959	COMFORT DENTAL
Registration Number:	3421650	COMFORT DENTAL
Registration Number:	3560957	C MF RT DENTAL
Registration Number:	3135569	COMFORT DENTAL BRACES
Registration Number:	3560956	C MF RT DENTAL BRACES
Registration Number:	3560958	COMFORT DENTAL GOLD PLAN
Registration Number:	3504110	COMFORT DENTAL JUNIOR STARTING LINEUP
Serial Number:	77853679	COMFORT KIDS
Serial Number:	77853699	COMFORT KIDS
Serial Number:	75690694	COMFORT SMILE CENTER
Registration Number:	3449180	EVERY KID PLAYS

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**TRADEMARK
 REEL: 004201 FRAME: 0045**

Serial Number:	77912188	ROCKIN' SMILES
Serial Number:	77912201	THE COMFORT DENTAL AMPHITHEATER
Registration Number:	3448495	THEY'LL BE THERE WHEN YOU NEED THEM
Registration Number:	3440144	WE'LL BE THERE WHEN YOU NEED US!
Serial Number:	77919588	

CORRESPONDENCE DATA

Fax Number: (303)607-3600
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 303-607-3500
Email: trademarkdnvr@faegre.com
Correspondent Name: Joshua A. Smith
Address Line 1: 1700 Lincoln Street
Address Line 2: 3200 Wells Fargo Center
Address Line 4: Denver, COLORADO 80203-4532

ATTORNEY DOCKET NUMBER:	80214-389837
NAME OF SUBMITTER:	Joshua A. Smith
Signature:	/Joshua A. Smith/
Date:	05/06/2010

Total Attachments: 5
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TRADEMARK AND COPYRIGHT ASSIGNMENT

This TRADEMARK ASSIGNMENT (this “**Assignment**”) effective as of this 1st day of January 2010, is by and between Dr. Rick A. Kushner (“**Kushner**”) and RAK Trademarks, LLC (“**Assignee**”).

WHEREAS, Kushner owns the trademarks, service marks, slogans, logos and designs identified in *Exhibit A* to this Agreement including all applications, registrations, common law rights and foreign equivalents of the foregoing, (collectively, the “**Marks**”) and various copyrights in and to materials created from time to time by Kushner incorporating the Marks and/or related to the marketing and operation of dental franchises (“**Copyrights**”);

WHEREAS, Kushner desires to transfer and assign his entire right, title and interest in and to the Copyrights and Marks together with the goodwill associated therewith to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

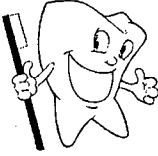
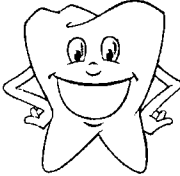
1. Assignment of Marks. Kushner hereby assigns and transfers to Assignee, its successors and assigns, Kushner’s entire right, title and interest in and to the Copyrights and Marks, together with the goodwill associated with the Marks, and all other rights which Kushner has enjoyed thereunder, including the right to sue for and recover damages for past infringements of said Marks and Copyrights.
2. This Trademark and Copyright Assignment will be governed by and construed in accordance with the laws of the State of Colorado, without regard to conflicts of laws principles.

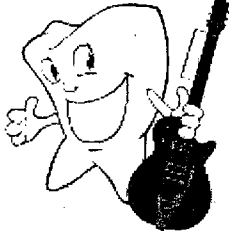
Dr. Rick A. Kushner





Dr. Rick A. Kushner

Exhibit A to Trademark Assignment

Country/ State	Mark	App. No. App. Date	Reg. No. Reg. Date	Goods/Services
State of Colorado	COMFORT DENTAL BRACES (and Design) <i>Comfort dental</i> BRACES	20051252877 06/30/2005	20051252877 06/30/2005	Class 42
State of Colorado	COMFORT DENTAL GROUP	19931065195 06/23/1993	19931065195 06/23/1993	Class 41
United States	"Toothy Design 1 – Toothy Holding a Toothbrush" 	77/414203 03/05/2008	3526978 11/04/2008	Class 41 - entertainment services, namely, personal appearances by a mascot; entertainment services, namely, conducting contests; conducting of contests for children in the area of professional sports; entertainment services, namely, conducting contests for children to meet professional sports athletes; providing online computer games and links to online computer games in the field of dentistry Class 44 - dentist services; dentistry; orthodontic services; providing news and information in the field of dentistry
United States	"Toothy Design 2 – Toothy With Hands on Hips" 	77/414589 03/06/2008	3632616 06/02/2009	Class 41 - entertainment services, namely, personal appearances by a mascot; entertainment services, namely, conducting contests; conducting of contests for children in the area of professional sports Class 44 - dentist services; dentistry; orthodontic services; providing news and information in the field of dentistry

Country/ State	Mark	App. No. App. Date	Reg. No. Reg. Date	Goods/Services
United States	"Toothy Design 3 – Toothy With Guitar" 	77/919588 01/25/2010		Class 36 - Charitable services, namely, providing financial assistance to meet the physical, psychological, social and other special needs of children; Financial sponsorship of live music events
United States	CARE DAY	77/292717 10/01/2007	3,448,496 06/17/2008	Class 44 – Providing free dental hygienist services, dentistry, dentist services
United States	COMFORT DENTAL	77/494636 06/09/2008	3560959 01/13/2009	Class 35 – Franchise services, namely, offering business management assistance in the establishment and operation of dentistry offices Class 36 - Administration of preferred provider plans in the field of dentistry Class 44 - Dentist services; dentistry; orthodontic services
United States	COMFORT DENTAL (and Design) <i>Comfort dental</i>	77/157952 04/16/2007	3,421,650 05/06/2008	Class 44 – Dentistry
United States	COMFORT DENTAL (Stylized and Horizontal) <i>Comfort dental</i>	77/494510 06/09/2008	3560957 01/13/2009	Class 35 - Franchise service, namely, offering business management assistance in the establishment and operation of dentistry offices Class 44 - Dental hygienist services; dentist services; dentistry; orthodontic services

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Country/ State	Mark	App. No. App. Date	Reg. No. Reg. Date	Goods/Services
United States	COMFORT DENTAL BRACES	78/700745 08/25/2005	3,135,569 08/29/2006	Class 44 – Orthodontic services
United States	COMFORT DENTAL BRACES (and Design in Black and White) 	77/494476 06/09/2008	3560956 01/13/2009	Class 44 - Orthodontic services
United States	COMFORT DENTAL GOLD PLAN	77/494571 06/09/2008	3560958 01/13/2009	Class 36 - Administration of preferred provider plans in the field of dentistry
United States	COMFORT DENTAL JUNIOR STARTING LINEUP	77/315688 10/29/2007	3,504,110 09/23/2008	Class 41 - Entertainment services, namely, conducting contests; entertainment services, namely, conducting contests for children to attend professional sport games and to take the field at professional sport games
United States	COMFORT KIDS	77/853679 10/21/2009		Class 44 – Dental hygienist services; dentist services; dentistry
United States	COMFORT KIDS (and Design) 	77/853699 10/21/2009		Class 44 – Dental hygienist services; dentist services; dentistry
United States	COMFORT SMILE CENTER	75/690694 04/23/1999	2,427,508 02/06/2001	Class 42 – Providing dental health care services

Country/ State	Mark	App. No. App. Date	Reg. No. Reg. Date	Goods/Services
United States	EVERY KID PLAYS	77/312823 10/24/2007	3,449,180 06/17/2008	Class 36 - Philanthropic services concerning monetary donations; financial sponsorship of sports events for youth; charitable services, namely, providing monetary donations and scholarships to children for participation in sports and sport leagues
United States	ROCKIN' SMILES	77/912188 01/14/2010		Class 36 - Charitable services, namely, providing financial assistance to meet the physical, psychological, social and other special needs of children; financial sponsorship of live music events
United States	THE COMFORT DENTAL AMPHITHEATER	77/912201 01/14/2010		Class 43 - Arena services, namely, providing facilities for sports, concerts, conventions and exhibitions
United States	THEY'LL BE THERE WHEN YOU NEED THEM	77/292696 10/01/2007	3,448,495 06/17/2008	Class 44 - Dentist services; dentistry; orthodontic services;
United States	WE'LL BE THERE WHEN YOU NEED US!	77/292680 10/01/2007	3,440,144 06/03/2008	Class 44 - Dentist services; dentistry; orthodontic services;