

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
Mortenson Family Holdings, LLC		05/08/2012	LIMITED LIABILITY COMPANY: KENTUCKY
RECEIVING PARTY DATA			
Name:	Mortenson Family Dental Holdings, Inc.		
Street Address:	134 North Evergreen Road, Suite 200		
City:	Middletown		
State/Country:	KENTUCKY		
Postal Code:	40243		
Entity Type:	CORPORATION: KENTUCKY		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4138422	BRACESBRACESBRACES	
Registration Number:	4138426		
Registration Number:	4138834	KID'S DENTISTREE	
Registration Number:	4138836		
CORRESPONDENCE DATA			
Fax Number:	5025894994		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	kwatkins@lynchcox.com		
Correspondent Name:	Scott R. Cox		
Address Line 1:	500 West Jefferson Street, Suite 2100		
Address Line 4:	Louisville, KENTUCKY 40202		
NAME OF SUBMITTER:	Scott R. Cox		
Signature:	/Scott R. Cox/		

OP \$115.00 4138422

Date:

11/12/2012

Total Attachments: 3

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ASSIGNMENT OF SERVICE MARKS

THIS ASSIGNMENT OF SERVICE MARKS (the "Assignment") dated as of this 2^d day of July, 2012, and effective as of the 8th day of May, 2012 (the "Effective Date") is made and entered into by and between **Mortenson Family Holdings, LLC**, a Kentucky limited liability company with a business address of 134 North Evergreen Road, Suite 200, Middletown, Kentucky 40243 (the "Assignor"), and **Mortenson Family Dental Holdings, Inc.**, a Kentucky corporation with a business address of 134 North Evergreen Road, Suite 200, Middletown, Kentucky 40243 (the "Assignee").

WHEREAS, Assignor is the owner of the service marks and U.S. service mark registrations therefor (the "Marks") identified in Exhibit A hereto as of the Effective Date; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Marks as of the Effective Date;

NOW, THEREFORE, in consideration of the terms and conditions of this Assignment, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties to this Assignment do hereby agree as follows:

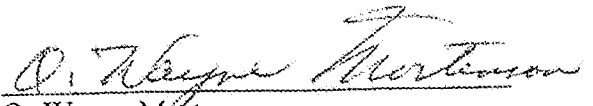
1. Assignment of Service Marks. Assignor does hereby assign, transfer, convey and set over to the Assignee its entire interest in and to the Marks and all related rights, together with the goodwill of the business in connection with which such Marks are used as of the Effective Date.

2. Acceptance of Assignment. Assignee does hereby accept the assignment made by Assignor as of the Effective Date.

3. Benefit. This Assignment shall be binding upon and inure to the benefit of the parties to this Assignment and the successors and assigns of the parties to this Assignment as of the Effective Date.


IN WITNESS WHEREOF, the parties have executed this Assignment as of the Effective Date.

Mortenson Family Holdings, LLC, Assignor

By: 
O. Wayne Mortenson

Title: President

Mortenson Family Dental Holdings, Inc., Assignee

By: 
Stephen C. James

Title: Treasurer

Attachments: Exhibit A