

## 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
William J. Frericks DDS		02/27/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Greater North Michigan Avenue Association		
Street Address:	625 North Michigan Avenue		
Internal Address:	Suite 401		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60611		
Entity Type:	CORPORATION: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3817881	THE MAGNIFICENT SMILE	
CORRESPONDENCE DATA			
Fax Number:	3128039602		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-698-8971		
Email:	docket@tolpinlaw.com		
Correspondent Name:	Brett M. Tolpin		
Address Line 1:	11 S. LaSalle Street		
Address Line 2:	Suite 2900		
Address Line 4:	Chicago, ILLINOIS 60603		
NAME OF SUBMITTER:	Brett M. Tolpin		
Signature:	/BMT/		
Date:	03/12/2013		
Total Attachments: 1 source=USPTOAssignment#page1.tif			

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## ASSIGNMENT

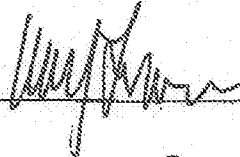
This Assignment is entered into by and between Mr. William J. Frericks DDS, an individual citizen of the United States with his principle place of business address at 500 North Michigan Avenue, Suite 520 Chicago, Illinois 60611 and Greater North Michigan Avenue Association, a not for profit corporation organized under the laws of the State of Illinois, with its principal place of business at 625 North Michigan Avenue, Suite 401, Chicago, Illinois 60611.

For good and valuable consideration, receipt of which is hereby acknowledged, Mr. William J. Frericks DDS hereby assigns to Greater North Michigan Avenue Association all right, title and interest in and to U.S. Trademark Registration No. 3,817,881 for THE MAGNIFICENT SMILE, together with the goodwill of the business symbolized by the marks and all rights to sue and recover for any past and present infringements.

EXECUTED this 27 day of FEBRUARY, 2013.

Mr. William J. Frericks DDS

By: \_\_\_\_\_



Name: \_\_\_\_\_

William J. Frericks