

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM298457

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Conversion		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Heartland Dental Care, Inc.		12/21/2012	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Heartland Dental Care, LLC		
<b>Street Address:</b>	1200 Network Centre Dive		
<b>City:</b>	Effingham		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	62401		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4490111	SMILING A HEARTLAND DENTAL CARE PUBLICAT	
<b>Registration Number:</b>	4445960	HEARTLAND DENTAL CARE	
<b>Registration Number:</b>	4271149	FREE DENTISTRY DAY GIVING BACK TO OUR CO	
<b>Registration Number:</b>	4255136	SIMPLE DENTAL OPTIONS	
<b>Registration Number:</b>	3500419	MCKINNEYDENTIST.COM	
<b>Registration Number:</b>	3553119	M MCKINNEYDENTIST.COM BEAUTIFUL DENTISTR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6172359493		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	617-951-7170		
<b>Email:</b>	ronald.duvernay@ropesgray.com		
<b>Correspondent Name:</b>	Emilia F. Cannella		
<b>Address Line 1:</b>	Prudential Tower, 800 Boylston Street		
<b>Address Line 2:</b>	Ropes & Gray LLP		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02199-3600		
<b>ATTORNEY DOCKET NUMBER:</b>	107852-0119-003		
<b>NAME OF SUBMITTER:</b>	Emilia F. Cannella		
<b>SIGNATURE:</b>	/e cannella/		
<b>DATE SIGNED:</b>	03/18/2014		

CH \$165.00 4490111

**Total Attachments: 2**

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# Delaware

PAGE 1

*The First State*


I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "HEARTLAND DENTAL CARE, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "HEARTLAND DENTAL CARE, INC." TO "HEARTLAND DENTAL CARE, LLC", FILED IN THIS OFFICE ON THE TWENTY-FIRST DAY OF DECEMBER, A.D. 2012, AT 9:26 O'CLOCK A.M.

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121375989

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: 0090558

DATE: 12-21-12

TRADEMARK  
REEL: 005239 FRAME: 0114

**CERTIFICATE OF CONVERSION  
TO  
LIMITED LIABILITY COMPANY  
OF  
HEARTLAND DENTAL CARE, INC.  
TO  
HEARTLAND DENTAL CARE, LLC**

*pursuant to Section 18-214 of the Delaware Limited Liability Company Act and Section 266 of Delaware General Corporation Law*

This Certificate of Conversion to Limited Liability Company dated December 21, 2012, has been duly executed and is being filed by Heartland Dental Care, Inc., a Delaware corporation (the "Company"), to convert the Company to Heartland Dental Care, LLC (the "LLC"), under the Delaware Limited Liability Company Act (6 Del.C. § 18-101, *et seq.*) and the Delaware General Corporation Law (8 Del.C. § 101, *et seq.*) (the "GCL").

1. The Company's name when it was originally incorporated was Heartland Dental Care, Inc.
2. The Company's name immediately prior to the filing of this Certificate of Conversion to Limited Liability Company was Heartland Dental Care, Inc.
3. The Company filed its original certificate of incorporation with the Secretary of State of the State of Delaware and was first incorporated on December 19, 2005, in the State of Delaware, and was incorporated in the State of Delaware immediately prior to the filing of this Certificate of Conversion to Limited Liability Company.
4. The name of the LLC into which the Company shall be converted as set forth in its certificate of formation is Heartland Dental Care, LLC.
5. The conversion of the Company to the LLC has been approved in accordance with the provisions of Sections 228 and 266 of the GCL.
6. The conversion of the Company to the LLC shall be effective upon the filing of this Certificate of Conversion to Limited Liability Company and a Certificate of Formation with the Secretary of State of the State of Delaware.
7. This Certificate of Conversion constitutes a "plan of reorganization" within the meaning of Section 1.368-3 of the Income Tax Regulations.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion to Limited Liability Company as of the date first written above.

HEARTLAND DENTAL CARE, INC.

By: 

Name: Patrick Bauer  
Title: President