

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM299540

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Heartland Dental Care, LLC		01/21/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Heartland Dental, LLC		
<b>Street Address:</b>	1200 Network Centre Drive		
<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: 8</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>Serial Number:</b>	86105338	MY SMILE CARE	
<b>Serial Number:</b>	86105386	MY FREE SMILE	
<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		

CH \$215.00 4490111

<b>NAME OF SUBMITTER:</b>	Emilia F. Cannella
<b>SIGNATURE:</b>	/e cannella/
<b>DATE SIGNED:</b>	03/28/2014
<b>Total Attachments: 2</b> source=Heartland Name Change#page1.tif source=Heartland Name Change#page2.tif	

# Delaware

PAGE 1

*The First State*

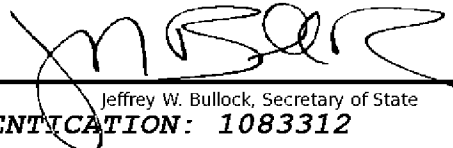
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "HEARTLAND DENTAL CARE, LLC", CHANGING ITS NAME FROM "HEARTLAND DENTAL CARE, LLC" TO "HEARTLAND DENTAL, LLC", FILED IN THIS OFFICE ON THE TWENTY-FIRST DAY OF JANUARY, A.D. 2014, AT 8:56 O'CLOCK A.M.

4079458 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: 1083312

DATE: 01-24-14

TRADEMARK  
REEL: 005246 FRAME: 0154

STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT

1. Name of Limited Liability Company: Heartland Dental Care, LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows:

Heartland Dental Care, LLC is changing its name to  
Heartland Dental, LLC

IN WITNESS WHEREOF, the undersigned have executed this Certificate on  
the 17 day of January, A.D. 2014.

By: 

Authorized Person(s)

Name: Patrick C. Bauer

Print or Type