

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM380385

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/30/2014		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dr. Richie D. Beougher		03/24/2016	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Heartland Dental, LLC		
Street Address:	1200 Network Centre Drive		
City:	Effingham		
State/Country:	ILLINOIS		
Postal Code:	62401		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3727696	WILLOW BEND DENTAL	
CORRESPONDENCE DATA			
Fax Number:	6172359493		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	617-951-7519		
Email:	ronald.duvernay@ropesgray.com		
Correspondent Name:	Erica L. Han		
Address Line 1:	Prudential Tower, 800 Boylston Street		
Address Line 2:	Ropes & Gray LLP		
Address Line 4:	Boston, MASSACHUSETTS 02199-3600		
ATTORNEY DOCKET NUMBER:	107852-0119-003		
NAME OF SUBMITTER:	Ronald M. Duvernay		
SIGNATURE:	/r duvernay/		
DATE SIGNED:	04/13/2016		
Total Attachments: 4			
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CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment ("Assignment") is dated as of March 24, 2016, and is made from Dr. Ritchie D. Beougher, a United States citizen, with an address of 3001 North Dallas Parkway, Plano, Texas 75093 ("Assignor"), to Heartland Dental, LLC, a limited liability company organized and existing under the laws of the State of Delaware, with an address of 1200 Network Centre Drive, Effingham, Illinois, 62401 ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement dated April 30, 2014 (the "Purchase Agreement");

WHEREAS, pursuant to the terms of the Purchase Agreement, Assignor assigned to Assignee certain assets of the Assignor as of April 30, 2014, including without limitation all rights, title, and interests in and to the trademark set forth in the attached Schedule A (the "Mark") and the goodwill symbolized by such Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor confirms that it assigned and does hereby assign to Assignee all rights, title, and interests in and to the Mark, the goodwill symbolized by the Mark, all registrations and applications for registration thereof, all common law rights therein, all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past infringement of said Mark, *nunc pro tunc*, effective as of April 30, 2014.

Assignor agrees to execute and have executed all documents, instruments, and papers to perform all acts as deemed reasonably necessary by Assignee to perfect in Assignee the foregoing rights, title, and interests. Assignor hereby authorizes and requests the competent authorities to record this Assignment and to grant and issue any and all registrations of the Mark throughout the world to Assignee or its successors or assigns.

This Assignment will be binding upon the parties and their successors and assigns. This Assignment may be executed simultaneously in two or more counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be executed by the signature of their duly authorized officers, *nunc pro tunc*, as of the date above first written.

[Signature Pages Follow]

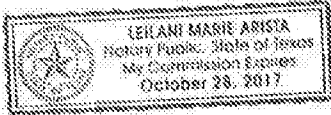
DR. RITCHIE D. BEOUGHER

By: *Ritchie D. Beougher*
Name: *Ritchie D. Beougher*
Title: *owner*

State of Texas
County of *Collin*

Before me, *Lehana Marie Arista*, on this day personally
appeared *Ritchie D. Beougher*, proved to me through
Witness here to be the person whose name is subscribed to the foregoing
instrument and acknowledged to me that he executed the same for the purposes and
consideration therein expressed.

Given under my hand and seal of office this *24th* day of *March*, 2016.



(Personalized Seal)

Lehana Marie Arista
Notary Public's Signature

[Signature Page to Confirmatory Trademark Assignment]

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HEARTLAND DENTAL, LLC

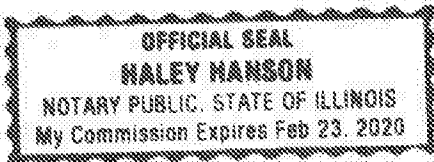
By: [Signature]
Name: JAMES SCARFINO
Title: VP of Development

State of Illinois
County of Champaign

The foregoing instrument was acknowledged before me this 7th day of April, 2016,
by James Scarfino, the VP of Dev of Heartland Dental, LLC, a
Delaware limited liability company, on behalf of the company.

(Seal)

[Signature]
Name: Haley Hanson
Title or Rank: Attorney
Serial Number:



[Signature Page to Confirmatory Trademark Assignment]

SCHEDULE A

Country	Trademark	Status	Serial No.	Registration No.
USA	WILLOW BEND DENTAL	Registered	77/706,427	3727696

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