

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM674115

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Midwest Dental Holding Company, Inc.		09/11/2021	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Smile Brands Inc.		
<b>Street Address:</b>	100 Spectrum Center Drive		
<b>Internal Address:</b>	Suite 1500		
<b>City:</b>	Irvine		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92618		
<b>Entity Type:</b>	Corporation: WASHINGTON		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4996664	MERIT DENTAL	
<b>Registration Number:</b>	5070335	MONDOVI DENTAL	
<b>Registration Number:</b>	4996667	MOUNTAIN DENTAL	
<b>Registration Number:</b>	3975151	MD MOUNTAIN DENTAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	949-855-1246		
<b>Email:</b>	rlau@stetinalaw.com		
<b>Correspondent Name:</b>	Kit M. Stetina		
<b>Address Line 1:</b>	75 Enterprise		
<b>Address Line 2:</b>	Suite 250		
<b>Address Line 4:</b>	Aliso Viejo, CALIFORNIA 92656		
<b>ATTORNEY DOCKET NUMBER:</b>	SMILE-000		
<b>NAME OF SUBMITTER:</b>	Kit M. Stetina		
<b>SIGNATURE:</b>	/kms/		
<b>DATE SIGNED:</b>	09/13/2021		

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**Total Attachments: 1**

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**TRADEMARK REGISTRATION ASSIGNMENT**

WHEREAS, Midwest Dental Holding Company, Inc., a Delaware corporation, having a mailing address of business at 680 Hehli Way, Mondovi, Wisconsin 54755 (hereinafter "ASSIGNOR"), has adopted, used, and is using the following United States registered service marks (hereinafter collectively referred to as "marks"):

1. Registration No. 4,996,664 for the mark MERIT DENTAL;
2. Registration No. 5,070,335 for the mark MONDOVI DENTAL;
3. Registration No. 4,996,667 for the mark MOUNTAIN DENTAL; and
4. Registration No. 3,975,151 for the mark MD MOUNTAIN DENTAL (PLUS DESIGN); and

WHEREAS, Smile Brands Inc., a Washington corporation, having a mailing address of business at 100 Spectrum Center Drive, Suite 1500, Irvine, California 92618, (hereinafter "ASSIGNEE"), is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said marks, together with the goodwill of the business symbolized by the marks in the above-identified registrations thereof, and together with the right to bring action and collect damages for any past infringement of said marks.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 11<sup>th</sup> day of SEPTEMBER, 2021.

ASSIGNOR: Midwest Dental Holding Company, Inc.

By: 

Name: BRADLEY SCHMIDT

Title: EVP & CFO