

08-19-1999

FORM PTO-1595
T9395



U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

To the Honorable Commissioner of Patents 101123311 the enclosed original documents or copy thereof.

1. Name of Conveying party(ies):
NEW BRAND PROMOTIONS, LC

MRD
8-16-99

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State South Dakota
 Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: August 9, 1999

2. Name and address of receiving party(ies)

Name: Interactive Dental Marketing Services, LLC

Internal Address: _____

Street Address: 231 South Phillips Avenue, Suite 260,

City: Sioux Falls State: South Dakota ZIP: 57104

Individual(s) citizenship _____

Association _____

General Partnership _____

Limited Partnership _____

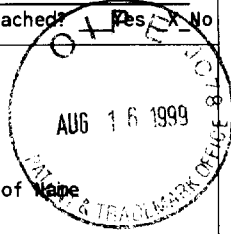
Corporation-State Delaware

Other _____

If assignee is not domiciled in the United States, a designation of domestic representative is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) and address(es) attached? Yes No



4. Application number(s) or trademark registration number(s):

A. Trademark Application No(s).

B. Trademark Registration No(s).
1,949,283

Additional numbers attached: Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jill M. Browning

Internal Address: T9395

Street Address: GREENBLUM & BERNSTEIN, P.L.C.

1941 Roland Clarke Place

City: Reston State: VA ZIP: 20191

6. Total number of applications and registrations involved 1

7. Total Fee (37 CFR 3.41).....\$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

19-0089

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jill M. Browning, Reg. No. 42,364

Name of Person Signing

Jill M. Browning
Signature

August 16, 1999
Date

Total number of pages including cover sheet, attachments and document: 2

Mail documents to be recorded with required cover sheet information to:

Assistant Commissioner for Trademarks, Box Assignments
2900 Crystal Drive, Arlington, Virginia 22202-3513

TRADEMARK
REEL: 001945 FRAME: 0181

ASSIGNMENT

WHEREAS, NEW BRAND PROMOTIONS, LC, a company organized and existing under the laws of the state of South Dakota, with its principal place of business at 231 South Phillips Avenue, Suite 260, Sioux Falls, South Dakota 57104 ("Assignor"), has adopted, owns and is using the mark "1-800-NEW SMILE" ("the Mark");

WHEREAS, Assignor owns a federal Registration for the Mark on the Principal Register of the United States Patent and Trademark Office, Registration No. 1,949,283, registered on January 16, 1996; and

WHEREAS, Interactive Dental Marketing Services, LLC, a company organized and existing under the laws of the state of Delaware, with its principal place of business at 231 South Phillips Avenue, Suite 260, Sioux Falls, South Dakota 57104, desires to acquire the Mark, and the above-mentioned Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill symbolized by the Mark, and the registration thereof, effective as of the date of execution below.

NEW BRAND PROMOTIONS, LC

August 9, 1999
Date

By: 

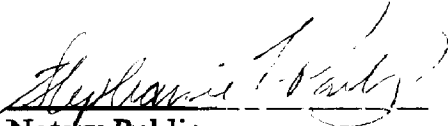
Name: MITCHELL K. SACHER

Title: Duly Authorized Agent

Dated effective as of: August 9, 1999

SUBSCRIBED and SWORN to before

me this 9th day of AUGUST, 1999


Notary Public

My Commission Expires: 2/10/03