

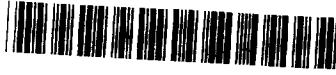
09-07-2000

DS

FORM PTO-1595

COVER SHEET

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE



To the Honorable Commission

101451329

and the attached original documents or copy thereof.

1. Name of Conveying party(ies):  
INTERACTIVE DENTAL MARKETING SERVICES, LLC

*Mrs*  
*8.7.00*



Name and address of receiving party(ies)

Name: NEW SMILE DENTAL CENTERS, LC

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 \_\_\_\_\_

X Corporation-State South Dakota

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

Individual(s) \_\_\_\_\_  
General Partnership \_\_\_\_\_  
X Corporation-State South Dakota  
Other \_\_\_\_\_  
Additional name(s) of conveying party(ies) attached? Yes  No

3. Nature of conveyance:

X Assignment \_\_\_\_\_ Merger \_\_\_\_\_

Security Agreement \_\_\_\_\_ Change of Name \_\_\_\_\_

Other \_\_\_\_\_

Execution Date: July 3, 2000

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: Amaury Phelip

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

X 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)

09/07/2000 JSHABAZZ 00000131 1949283

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40.00 DP

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.

Amaury Phelip  
Name of Person Signing

*Amaury Phelip*  
Signature

August 7, 2000  
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: 002130 FRAME: 0618

**ASSIGNMENT**

**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 ("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**, NEW SMILE DENTAL CENTERS, 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, 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.

INTERACTIVE DENTAL MARKETING SERVICES, LLC

7-3-2000  
Date

By: *Mitchell Knisbacher*

Name: MITCHELL KNISBACHER

Title: \_\_\_\_\_

SUBSCRIBED and SWORN to before me

this 3rd day of July, 2000.

*Alphonse [Signature]*  
Notary Public

My Commission Expires: 2/10/03