



02-27-2002



To the Honorable Commissioner of Patents and Trademarks

original documents or copy thereof.

101994262

1. Name of Conveying party(ies):
NEW SMILE DENTAL CENTERS, LC

Individual(s) Association
 General Partnership Limited Partnership

Corporation-State South Dakota
 Other _____

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

2.20.02

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

3. Nature of conveyance:

Assignment Merger

Security Agreement Change of Name

Other _____

Execution Date: EFFECTIVE February 6, 2002 - DEC. 15, 2001

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: Neil F. Greenblum

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.

HANNO RITNER
Neil F. Greenblum, Reg. No. 28,394

Name of Person Signing

Hanno Ritner

Signature

2/19/02

Date

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

02/26/2002 6TON11 00000077 1949283

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40.00 DP

Mail documents to be recorded with required cover sheet information to:
Assistant Commissioner for Trademarks, Box Assignments
2900 Crystal Drive, Arlington, VA 22202-3513

TRADEMARK
REEL: 002449 FRAME: 0902

ASSIGNMENT

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 ("Assignor"), has adopted, owns and is using the mark "1-800-NEW SMILE" ("the Mark") in connection with the following services: Advertising and promotion of dental compounds and services, plastic surgery services, cosmetics, and beauty for others, in International Class 35;

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, in connection with the above-referenced services; 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 SMILE DENTAL CENTERS, LC

2/6/02
Date

By: [Signature]

Name: Robert N. Cleary

Title: President - Corporate Mgmt Services, Inc

This assignment shall be effective 12/15/01
[Signature]