

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM600740

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
G. Glenn Buchanan		10/01/2020	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Smile Brands Inc.		
Street Address:	100 Spectrum Center Drive		
Internal Address:	Suite 1500		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92618		
Entity Type:	Corporation: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5327550	REFLECTIONS DENTAL CENTRE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	949-855-1246		
Email:	rlau@stetinalaw.com		
Correspondent Name:	Kit M. Stetina		
Address Line 1:	75 Enterprise		
Address Line 2:	Suite 250		
Address Line 4:	Aliso Viejo, CALIFORNIA 92656		
ATTORNEY DOCKET NUMBER:	SMILE-070T		
NAME OF SUBMITTER:	Kit M. Stetina		
SIGNATURE:	/kms/		
DATE SIGNED:	10/01/2020		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, **G. Glenn Buchanan**, a U.S. citizen, having a principal place of business at **2600 SW Barton Street, Suite E-20, Seattle, Washington 98126** (hereinafter "ASSIGNOR"), has adopted, used, and is using a mark which is registered in the United States Patent and Trademark



Office, Registration No. 5,327,550 registered on November 7, 2017, for the mark (hereinafter "Mark"); and

WHEREAS, **Smile Brands Inc.**, a Washington corporation, having a principal place of business at **100 Spectrum Center Drive, Suite 1500, Irvine, California 92618** (hereinafter "ASSIGNEE"), is desirous of acquiring said Mark and the registration 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 Mark, together with the goodwill of the business symbolized by the Mark in the above-identified registration thereof and the right to bring action and collect damages for any past infringement of said Mark.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 12th day of October, 2020.



G. Glenn Buchanan

United States of America

United States Patent and Trademark Office



The logo features the word "Reflections" in a stylized, uneven typeface. Below it, "DENTAL CENTRE" is written in a smaller, conventional typeface. Above the text is a kite-like shape with a curved cross-brace and an elongated tail that forms a clockwise expanding spiral. A larger, fainter version of this spiral is visible behind the text.

Reflections
DENTAL CENTRE

Reg. No. 5,327,550

Registered Nov. 07, 2017

Int. Cl.: 44

Service Mark

Principal Register

G. Glenn Buchanan (UNITED STATES INDIVIDUAL)
2600 Sw Barton Street Suite E-20
Seattle, WASHINGTON 98126

CLASS 44: Dentist services

FIRST USE 12-15-2005; IN COMMERCE 12-15-2005

The mark consists of The stylized wording "Reflections DENTAL CENTRE", with the word "Reflections" in uneven typeface on one line and "DENTAL CENTRE" in a smaller conventional typeface below, and the "o" in "Reflections" depicted as a clockwise expanding spiral; a kite above the words, consisting of an unequal parallelogram with a curved cross-brace, and an elongated tail extending downward through the wording, and then forming a clockwise expanding spiral with a loop through the words "DENTAL CENTRE", and ending below and toward the left of the wording.

No claim is made to the exclusive right to use the following apart from the mark as shown:
"DENTAL CENTRE"

SER. NO. 87-379,590, FILED 03-21-2017



Joseph Matal

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office