

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM851993

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900809342		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NEW BRAND PROMOTIONS, LC		08/09/1999	Limited Liability Company: SOUTH DAKOTA
RECEIVING PARTY DATA			
Name:	INTERACTIVE DENTAL MARKETING SERVICES, LLC		
Street Address:	231 South Phillips Avenue, Suite 260		
City:	Sioux Falls		
State/Country:	SOUTH DAKOTA		
Postal Code:	57104		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1949283	1-800-NEW SMILE	
CORRESPONDENCE DATA			
Fax Number:	7037161180		
<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:	703-716-1191		
Email:	eteas@gbpatent.com		
Correspondent Name:	Jeffrey H. Handelsman		
Address Line 1:	Greenblum & Bernstein, P.L.C.		
Address Line 2:	1950 Roland Clarke Place		
Address Line 4:	Reston, VIRGINIA 20191-1411		
ATTORNEY DOCKET NUMBER:	J139024		
NAME OF SUBMITTER:	Jeffrey H. Handelsman, MD Bar (J139024)		
SIGNATURE:	/Jeffrey H. Handelsman/		
DATE SIGNED:	11/08/2023		
Total Attachments: 2			
source=signed corrected assignment - 1-800-NEW-SMILE (____)#page1.tif			
source=signed corrected assignment - 1-800-NEW-SMILE (____)#page2.tif			

ASSIGNMENT

1JHH/ 11/8/23

Limited Liability Company

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

Limited Liability Company

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

By: [Signature]

Name: MICHAEL K. M. BACHAR

Title: Duly Authorized Agent

August 9, 1999
Date

Dated effective as of: August 9, 1999

SUBSCRIBED and SWORN to before

me this 9th day of August, 1999

[Signature]
Notary Public

My Commission Expires: 2/11/03