

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM860751

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| INTERACTIVE DENTAL MARKETING, LLC | | 12/31/2021 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | FINANCIAL CONNECTIONS, LC | | |
| Street Address: | 408 S. 2nd Ave., Suite 203A | | |
| City: | Sioux Falls | | |
| State/Country: | SOUTH DAKOTA | | |
| Postal Code: | 57104 | | |
| Entity Type: | Limited Liability Company: SOUTH DAKOTA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1949283 | 1-800-NEW SMILE | |
| Registration Number: | 3579591 | 800NEWSMILE.COM | |
| 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: | 12/12/2023 | | |
| Total Attachments: 2 | | | |
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| source=Executed Assignment 1-800 NEW SMILE and 800newsmile (05921187)#page2.tif | | | |

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("*Trademark Assignment*") is made and entered into as of December 31, 2021, by and between INTERACTIVE DENTAL MARKETING, LLC, a limited liability company of Delaware ("*Assignor*"), and FINANCIAL CONNECTIONS, LC, a limited liability company of South Dakota ("*Assignee*").

WHEREAS, Assignor is the owner of the trademark set forth on the attached Schedule 1 (the "*Marks*") including all goodwill associated therewith, common law rights and the registrations therefor; and

WHEREAS, Assignee desires to acquire the rights, title and all interest in said Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, conveys and delivers to Assignee and its successors and assigns, Assignor's entire right, title and interest in and to the Marks set forth on the attached Schedule 1, including all common law rights, together with the goodwill associated therewith, and any and all accounts, contract rights, warranties, litigation claims and rights, including the right to sue for and collect upon all claims for profits and damages as a result of past infringement, if any, and other general intangibles of Assignor related to the Marks.

IN WITNESS WHEREOF, Assignor has executed this Assignment on

Dec 31 2021.

ASSIGNOR

ASSIGNEE

**INTERACTIVE DENTAL
MARKETING, LLC**

FINANCIAL CONNECTIONS, LC

Name: Robert Cleary

Name: Robert Cleary

Signature: [Handwritten Signature]

Signature: [Handwritten Signature]

Title: Authorized Signor

Title: Authorized Signor

SCHEDULE 1

| Trademark | Country | Serial No. | Filing Date | Reg. No. | Reg. Date |
|-----------------|---------|------------|-------------|----------|-----------|
| 1-800-NEW-SMILE | U.S. | 74093813 | 9/4/1990 | 1949283 | 1/16/1996 |
| 800newsmile.com | U.S. | 77515828 | 7/7/2008 | 3579591 | 2/24/2009 |