

EXHIBIT B

United States of America

United States Patent and Trademark Office

SMILE DIRECT CLUB

Reg. No. 5,926,755

Registered Dec. 03,

2019 Int. Cl.: 9, 14, 25

Trademark

Principal Register

SmileDirectClub, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
414 Union Street, 8th Floor
Nashville, TENNESSEE 37219

CLASS 9: Portable selfie lights for use in mobile phone photography; magnetically encoded gift cards; downloadable gift cards for digital delivery

FIRST USE 11-5-2018; IN COMMERCE 11-5-2018

CLASS 14: Rubber or silicone wristbands in the nature of a bracelet

FIRST USE 11-21-2018; IN COMMERCE 11-21-2018

CLASS 25: Clothing, namely, T-shirts, sweatshirts and hoodies

FIRST USE 11-21-2018; IN COMMERCE 11-21-2018

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-975,564, FILED 03-26-2019



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SMILE DIRECT CLUB

Reg. No. 5,827,012

Registered Aug. 06, 2019

Int. Cl.: 18

Trademark

Principal Register

SmileDirectClub, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
414 Union Street, 8th Floor
Nashville, TENNESSEE 37219

CLASS 18: Tote bags

FIRST USE 10-12-2016; IN COMMERCE 10-12-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-268,874, FILED 01-20-2019



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SMILE DIRECT CLUB

Reg. No. 5,866,425

Registered Sep. 24, 2019

Int. Cl.: 21

Trademark

Principal Register

SmileDirectClub, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
414 Union Street, 8th Floor
Nashville, TENNESSEE 37219

CLASS 21: Insulated containers for food or beverage for domestic use; coffee mugs; water bottles sold empty

FIRST USE 10-14-2016; IN COMMERCE 10-14-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-268,881, FILED 01-20-2019



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SMILE DIRECT CLUB

Reg. No. 5,848,278

Registered Sep. 03, 2019

Int. Cl.: 44

Service Mark

Principal Register

SMILEDIRECTCLUB, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
8th Floor
414 Union St.
Nashville, TENNESSEE 37219

CLASS 44: Consultation services in the field of dentistry and orthodontia; providing information in the field of orthodontics; orthodontic scanning services; 3D scanning services using dental apparatus for dimensional measurement; dental and orthodontic evaluation and assessment services; web-based dental and orthodontic assessment services, namely, a series of dental-related questions for response from the user that result in a report providing a recommended course of orthodontic treatment and treatment information; teledentistry services

FIRST USE 3-29-2016; IN COMMERCE 3-29-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 5037032, 5324184

SER. NO. 87-909,895, FILED 05-07-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SMILE DIRECT CLUB

Reg. No. 5,848,360

Registered Sep. 03, 2019

Int. Cl.: 40

Service Mark

Principal Register

SMILEDIRECTCLUB, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
8th Floor
414 Union St.
Nashville, TENNESSEE 37219

CLASS 40: Custom manufacture of teeth aligners; custom manufacture of orthodontic retainers

FIRST USE 3-29-2016; IN COMMERCE 3-29-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 87-946,696, FILED 06-04-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SMILE DIRECT CLUB

Reg. No. 5,848,277

Registered Sep. 03, 2019

Int. Cl.: 5

Trademark

Principal Register

SMILEDIRECTCLUB, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
8th Floor
414 Union St.
Nashville, TENNESSEE 37219

CLASS 5: Dental impression materials

FIRST USE 3-29-2016; IN COMMERCE 3-29-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 5324184

SER. NO. 87-908,496, FILED 05-04-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

smile

DIRECT CLUB

Reg. No. 5,904,249

Registered Nov. 05, 2019

Int. Cl.: 40

Service Mark

Principal Register

SMILEDIRECTCLUB, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
8th Floor
414 Union St.
Nashville, TENNESSEE 37219

CLASS 40: Custom manufacture of teeth aligners; custom manufacture of orthodontic retainers

FIRST USE 10-13-2016; IN COMMERCE 10-13-2016

The mark consists of the word "smile" with the words "DIRECT CLUB" in a curve below the word "smile".

SER. NO. 87-946,706, FILED 06-04-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

smile

DIRECT CLUB

Reg. No. 5,866,424

Registered Sep. 24, 2019

Int. Cl.: 21

Trademark

Principal Register

SmileDirectClub, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
414 Union Street, 8th Floor
Nashville, TENNESSEE 37219

CLASS 21: Insulated containers for food or beverage for domestic use; coffee mugs; water bottles sold empty

FIRST USE 10-14-2016; IN COMMERCE 10-14-2016

The mark consists of the word "smile" with the words "DIRECT CLUB" in a curve below the word "smile".

SER. NO. 88-268,880, FILED 01-20-2019



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

smile

DIRECT CLUB

Reg. No. 5,904,213

Registered Nov. 05, 2019

Int. Cl.: 44

Service Mark

Principal Register

SMILEDIRECTCLUB, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
8th Floor
414 Union St.
Nashville, TENNESSEE 37219

CLASS 44: Consultation services in the field of dentistry and orthodontia; providing information in the field of orthodontics; orthodontic scanning services; 3D scanning services using dental apparatus for dimensional measurement; dental and orthodontic evaluation and assessment services; web-based dental and orthodontic assessment services, namely, a series of dental- related questions for response from the user that result in a report providing a recommended course of orthodontic treatment and treatment information; teledentistry services

FIRST USE 10-13-2016; IN COMMERCE 10-13-2016

The mark consists of the word "smile" with the words "DIRECT CLUB" in a curve below the word "smile".

OWNER OF U.S. REG. NO. 5037032, 5324184

SER. NO. 87-927,047, FILED 05-18-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

smile

DIRECT CLUB

Reg. No. 5,904,212

Registered Nov. 05, 2019

Int. Cl.: 5

Trademark

Principal Register

SMILEDIRECTCLUB, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
8th Floor
414 Union St.
Nashville, TENNESSEE 37219

CLASS 5: Dental impression materials

FIRST USE 10-5-2016; IN COMMERCE 10-5-2016

The mark consists of the word "smile" with the words "DIRECT CLUB" in a curve below the word "smile".

OWNER OF U.S. REG. NO. 5324184

SER. NO. 87-927,012, FILED 05-18-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

smile

DIRECT CLUB

Reg. No. 5,827,013

Registered Aug. 06, 2019

Int. Cl.: 18

Trademark

Principal Register

SmileDirectClub, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
414 Union Street, 8th Floor
Nashville, TENNESSEE 37219

CLASS 18: Tote bags

FIRST USE 10-12-2016; IN COMMERCE 10-12-2016

The mark consists of the word "smile" with the words "DIRECT CLUB" in a curve below the word "smile".

SER. NO. 88-268,877, FILED 01-20-2019



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

smile

DIRECT CLUB

Reg. No. 5,926,756
Registered Dec. 03,
2019 Int. Cl.: 9, 14, 25
Trademark
Principal Register

SmileDirectClub, LLC (TENNESSEE LIMITED LIABILITY COMPANY)
414 Union Street, 8th Floor
Nashville, TENNESSEE 37219

CLASS 9: Portable selfie lights for use in mobile phone photography; magnetically encoded gift cards; downloadable gift cards for digital delivery

FIRST USE 11-5-2018; IN COMMERCE 11-5-2018

CLASS 14: Rubber or silicone wristbands in the nature of a bracelet

FIRST USE 11-21-2018; IN COMMERCE 11-21-2018

CLASS 25: Clothing, namely, T-shirts, sweatshirts and hoodies

FIRST USE 11-21-2018; IN COMMERCE 11-21-2018

The mark consists of the word "smile" with the words "DIRECT CLUB" in a curve below the word "smile".

SER. NO. 88-975,565, FILED 03-26-2019



Andrei Iancu

Director of the United States
Patent and Trademark Office

Generated on: This page was generated by TSDR on 2019-12-06 16:55:29 EST
Mark: SMILE DIRECT CLUB

SMILE DIRECT CLUB

US Serial Number: 88268864

Application Filing Date: Jan. 20, 2019

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Published for Opposition

A pending trademark application has been examined by the Office and has been published in a way that provides an opportunity for the public to oppose its registration.

Status: Application has been published for opposition. The opposition period begins on the date of publication.

Status Date: Dec. 03, 2019

Publication Date: Dec. 03, 2019

Mark Information

Mark Literal Elements: SMILE DIRECT CLUB

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

I n t e r n a t i o n a l
R e g i s t r a t i o n
N u m b e r :

International Application(s)/Registration(s) Based on this Property: A0087838

Claimed Ownership of US Registrations: 5324184

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Providing a website featuring blogs, non-downloadable videos and non-downloadable publications in the nature of articles and posts in the fields of lifestyle, beauty, health, diet, wellness, orthodontia and oral health; training and educational services, namely, providing classes, online non-downloadable educational videos, and in-person training programs in the fields of dentistry and orthodontia and distributing educational materials in connection therewith

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 29, 2016

Use in Commerce: Mar. 29, 2016

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: SMILEDIRECTCLUB, LLC

Owner Address: 414 Union Street, 8th Floor
Nashville, TENNESSEE UNITED STATES 37219

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country TENNESSEE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jami A. Gekas

Docket Number: 116515-0121

Attorney Primary Email Address: ipdocketing@foley.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: JAMI A. GEKAS
FOLEY & LARDNER LLP
321 NORTH CLARK STREET, SUITE 2800
CHICAGO, ILLINOIS UNITED STATES 60654-5313

Phone: 312-832-4500

Fax: 312-832-4700

Correspondent e-mail: ipdocketing@foley.com jgekas@foley.com
lvalenti-jordan@foley.com irodriguez@foley.com munoz@foley.com Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 03, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 03, 2019	PUBLISHED FOR OPPOSITION	
Nov. 13, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 25, 2019	ASSIGNED TO LIE	73296
Oct. 21, 2019	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 04, 2019	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 02, 2019	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 02, 2019	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 05, 2019	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Apr. 05, 2019	NON-FINAL ACTION E-MAILED	6325
Apr. 05, 2019	NON-FINAL ACTION WRITTEN	94484
Apr. 01, 2019	ASSIGNED TO EXAMINER	94484
Feb. 12, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 23, 2019	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: OAKES, JEFFREY ALLEN

Law Office LAW OFFICE 128
Assigned:

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Oct. 30, 2019

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Applicant: SMILEDIRECTCLUB, LLC

Assignment 1 of 1

Conveyance: SECURITY INTEREST

Reel/Frame: [6675/0287](#)

Pages: 22

Date Recorded: Jun. 17, 2019

Supporting [assignment-tm-6675-0287.pdf](#)
Documents:

Assignor

Name: [SMILEDIRECTCLUB, LLC](#)

Execution Date: Jun. 14, 2019

Legal Entity Type: CORPORATION

State or Country TENNESSEE
Where Organized:

Assignee

Name: [JPMORGAN CHASE BANK, N.A.](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country UNITED STATES
Where Organized:

Address: 10 S. DEARBORN ST.
FLOOR L2, SUITE IL1-0480
CHICAGO, ILLINOIS 60603

Correspondent

Correspondent JONATHAN BROWN, MAYER BROWN LLP
Name:

Correspondent 71 S. WACKER DR.
Address: FLOOR 42
CHICAGO, IL 60606

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2019-12-06 16:55:57 EST
Mark: SMILE DIRECT CLUB

SMILE DIRECT CLUB

US Serial Number: 87908507

Application Filing Date: May 04, 2018

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Published for Opposition

A pending trademark application has been examined by the Office and has been published in a way that provides an opportunity for the public to oppose its registration.

Status: Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.

Status Date: Aug. 13, 2019

Notice of Aug. 13, 2019

Publication Date: Jun. 18, 2019

Allowance Date:

Mark Information

Mark Literal Elements: SMILE DIRECT CLUB

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Downloadable software in the nature of a mobile application for collecting and tracking patient data, interacting with patients, scheduling appointments for orthodontic treatment and assessment, and providing patient account details, treatment plans and information related to courses of orthodontic treatment; Downloadable software in the nature of a mobile application for photo editing and providing customized previews of results to be expected from orthodontic treatment plans

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: SMILEDIRECTCLUB, LLC

Owner Address: 8th Floor
414 Union St.
Nashville, TENNESSEE UNITED STATES 37219

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country TENNESSEE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jami A. Gekas

Docket Number: 116515-5011

Attorney Primary Email Address: ipdocketing@foley.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: JAMI A. GEKAS
FOLEY & LARDNER LLP
321 NORTH CLARK STREET
SUITE 2800
CHICAGO, ILLINOIS UNITED STATES 60654-5313

Phone: 312-832-4500

Fax: 312 832-4700

Correspondent e-mail: ipdocketing@foley.com jgekas@foley.com irodriguez@foley.com **Correspondent e-mail Authorized:** Yes

mail: uez@foley.com smunoz@foley.com

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 13, 2019	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 18, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 18, 2019	PUBLISHED FOR OPPOSITION	
May 29, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 14, 2019	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 30, 2019	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 29, 2019	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 29, 2019	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 29, 2018	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 29, 2018	NON-FINAL ACTION E-MAILED	6325
Oct. 29, 2018	NON-FINAL ACTION WRITTEN	82095
Oct. 23, 2018	TEAS/EMAIL CORRESPONDENCE ENTERED	66121
Oct. 23, 2018	CORRESPONDENCE RECEIVED IN LAW OFFICE	66121
Oct. 17, 2018	ASSIGNED TO LIE	66121
Oct. 04, 2018	PAPER RECEIVED	
Oct. 02, 2018	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Oct. 02, 2018	WITHDRAWN FROM PUB - SENIOR ATTORNEY REQUEST	82095
Sep. 15, 2018	LETTER OF PROTEST EVIDENCE REVIEWED-NO FURTHER ACTION TAKEN	82095
Sep. 08, 2018	LETTER OF PROTEST ACCEPTED	
Aug. 29, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 27, 2018	ASSIGNED TO EXAMINER	82095
May 15, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 08, 2018	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff information

TM Attorney: ROSSMAN, WILLIAM M

Law Office Assigned: LAW OFFICE 109

File Location

Current Location: INTENT TO USE SECTION

Date in Location: Aug. 13, 2019

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Applicant: SMILEDIRECTCLUB, LLC

Assignment 1 of 1

Conveyance: SECURITY INTEREST

Reel/Frame: [6675/0287](#)

Pages: 22

Date Recorded: Jun. 17, 2019

Supporting [assignment-tm-6675-0287.pdf](#)
Documents:

Assignor

Name: [SMILEDIRECTCLUB, LLC](#)

Execution Date: Jun. 14, 2019

Legal Entity Type: CORPORATION

State or Country: TENNESSEE
Where Organized:

Assignee

Name: [JPMORGAN CHASE BANK, N.A.](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country: UNITED STATES
Where Organized:

Address: 10 S. DEARBORN ST.
FLOOR L2, SUITE IL1-0480
CHICAGO, ILLINOIS 60603

Correspondent

Correspondent Name: JONATHAN BROWN, MAYER BROWN LLP

Correspondent Address: 71 S. WACKER DR.
FLOOR 42
CHICAGO, IL 60606

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2019-12-06 16:56:16 EST
Mark: SMILE DIRECT CLUB



US Serial Number: 88270716

Application Filing Date: Jan. 22, 2019

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Published for Opposition

A pending trademark application has been examined by the Office and has been published in a way that provides an opportunity for the public to oppose its registration.

Status: Application has been published for opposition. The opposition period begins on the date of publication.

Status Date: Dec. 03, 2019

Publication Date: Dec. 03, 2019

Mark Information

Mark Literal Elements: SMILE DIRECT CLUB

Standard Character Claim: No

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of the word "SMILE" with the words "DIRECT CLUB" in a curve below the word "SMILE".

Color(s) Claimed: Color is not claimed as a feature of the mark.

Related Properties Information

International Registration Number:

International Application(s) /Registration(s) Based on this Property: A0087839

Claimed Ownership of US Registrations: 5324184

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Providing a website featuring blogs, non-downloadable videos and non-downloadable publications in the nature of articles and posts in the fields of lifestyle, beauty, health, diet, wellness, orthodontia and oral health; training and educational services, namely, providing classes, online non-downloadable educational videos, and in-person training programs in the fields of dentistry and orthodontia and distributing educational materials in connection therewith

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 29, 2016

Use in Commerce: Mar. 29, 2016

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: SMILEDIRECTCLUB, LLC

Owner Address: 414 Union Street, 8th Floor
Nashville, TENNESSEE UNITED STATES 37219

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country TENNESSEE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jami A. Gekas

Docket Number: 116515-0121

Attorney Primary ipdocketing@foley.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Name/Address: Jami A. Gekas
FOLEY & LARDNER LLP
321 NORTH CLARK STREET, SUITE 2800
CHICAGO, ILLINOIS UNITED STATES 60654-5313

Phone: 312-832-4500

Fax: 312-832-4700

Correspondent e ipdocketing@foley.com
mail:

Correspondent e Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 03, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 03, 2019	PUBLISHED FOR OPPOSITION	
Nov. 13, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Oct. 25, 2019	ASSIGNED TO LIE	73296
Oct. 21, 2019	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 04, 2019	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Oct. 02, 2019	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Oct. 02, 2019	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 05, 2019	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Apr. 05, 2019	NON-FINAL ACTION E-MAILED	6325
Apr. 05, 2019	NON-FINAL ACTION WRITTEN	94484
Apr. 01, 2019	ASSIGNED TO EXAMINER	94484
Apr. 01, 2019	ASSIGNED TO EXAMINER	91173
Feb. 13, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 25, 2019	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: OAKES, JEFFREY ALLEN

Law Office: LAW OFFICE 128
Assigned:

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Oct. 30, 2019

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Applicant: SMILEDIRECTCLUB, LLC

Assignment 1 of 1

Conveyance: SECURITY INTEREST

Reel/Frame: [6675/0287](#)

Pages: 22

Date Recorded: Jun. 17, 2019

Supporting Documents: [assignment-tm-6675-0287.pdf](#)

Assignor

Name: [SMILEDIRECTCLUB, LLC](#)

Execution Date: Jun. 14, 2019

Legal Entity Type: CORPORATION

State or Country: TENNESSEE

Where Organized:

Assignee

Name: [JPMORGAN CHASE BANK, N.A.](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country: UNITED STATES

Where Organized:

Address: 10 S. DEARBORN ST.
FLOOR L2, SUITE IL1-0480
CHICAGO, ILLINOIS 60603

Correspondent

Correspondent Name: JONATHAN BROWN, MAYER BROWN LLP

Correspondent Address: 71 S. WACKER DR.
FLOOR 42
CHICAGO, IL 60606

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2019-12-06 16:56:42 EST

Mark: SMILE DIRECT CLUB



US Serial Number: 87927042

Application Filing Date: May 18, 2018

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Published for Opposition

A pending trademark application has been examined by the Office and has been published in a way that provides an opportunity for the public to oppose its registration.

Status: Notice of Allowance (NOA) sent (issued) to the applicant. Applicant must file a Statement of Use or Extension Request within six months of the NOA issuance date.

Status Date: Aug. 13, 2019

Publication Date: Jun. 18, 2019

Notice of Allowance Date: Aug. 13, 2019

Mark Information

Mark Literal Elements: SMILE DIRECT CLUB

Standard Character No Claim:

Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Description of Mark: The mark consists of the word "smile" with the words "DIRECT CLUB" in a curve below the word "smile".

Color(s) Claimed: Color is not claimed as a feature of the mark.

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Downloadable software in the nature of a mobile application for collecting and tracking patient data, interacting with patients, scheduling appointments for orthodontic treatment and assessment, and providing patient account details, treatment plans and information related to courses of orthodontic treatment; Downloadable software in the nature of a mobile application for photo editing and providing customized previews of results to be expected from orthodontic treatment plans

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: SMILEDIRECTCLUB, LLC

Owner Address: 8th Floor
414 Union St.
Nashville, TENNESSEE UNITED STATES 37219

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country TENNESSEE
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jami A. Gekas

Docket Number: 116515-5021

Attorney Primary ipdocketing@foley.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent JAMI A. GEKAS
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321 NORTH CLARK STREET
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Fax: 312 832-4700

Correspondent e ipdocketing@foley.com jgekas@foley.com jrodrig **Correspondent e** Yes
mail: uez@foley.com smunoz@foley.com **mail Authorized:**

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 13, 2019	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Jun. 18, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 18, 2019	PUBLISHED FOR OPPOSITION	
May 29, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 14, 2019	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 01, 2019	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 30, 2019	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 30, 2019	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 31, 2018	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Oct. 31, 2018	NON-FINAL ACTION E-MAILED	6325
Oct. 31, 2018	NON-FINAL ACTION WRITTEN	82095
Oct. 30, 2018	TEAS/EMAIL CORRESPONDENCE ENTERED	66121
Oct. 30, 2018	CORRESPONDENCE RECEIVED IN LAW OFFICE	66121
Oct. 17, 2018	ASSIGNED TO LIE	66121
Oct. 04, 2018	PAPER RECEIVED	
Oct. 02, 2018	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Oct. 02, 2018	WITHDRAWN FROM PUB - SENIOR ATTORNEY REQUEST	82095
Sep. 15, 2018	LETTER OF PROTEST EVIDENCE REVIEWED-NO FURTHER ACTION TAKEN	82095
Sep. 08, 2018	LETTER OF PROTEST ACCEPTED	
Aug. 29, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 27, 2018	ASSIGNED TO EXAMINER	82095
May 25, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
May 22, 2018	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: ROSSMAN, WILLIAM M

Law Office LAW OFFICE 109
Assigned:

File Location

Current Location: INTENT TO USE SECTION

Date in Location: Aug. 13, 2019

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Applicant: SMILEDIRECTCLUB, LLC

Assignment 1 of 1

Conveyance: SECURITY INTEREST

Reel/Frame: [6675/0287](#)

Pages: 22

Date Recorded: Jun. 17, 2019

Supporting Documents: [assignment-tm-6675-0287.pdf](#)

Assignor

Name: [SMILEDIRECTCLUB, LLC](#)

Execution Date: Jun. 14, 2019

Legal Entity Type: CORPORATION

State or Country TENNESSEE
Where Organized:

Assignee

Name: [JPMORGAN CHASE BANK, N.A.](#)

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country UNITED STATES
Where Organized:

Address: 10 S. DEARBORN ST.
FLOOR L2, SUITE IL1-0480
CHICAGO, ILLINOIS 60603

Correspondent

Correspondent Name: JONATHAN BROWN, MAYER BROWN LLP

Correspondent Address: 71 S. WACKER DR.
FLOOR 42
CHICAGO, IL 60606

Domestic Representative - Not Found