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PATENTS, TRADEMARKS, COPYRIGHTS & UNFAIR COMPETITION

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December 10, 2010

VIA E-MAIL (*info@71white.com*)
CONFIRMATION BY FEDERAL EXPRESS

Attn: President
Brighter Image Dental Lab
2433 South University Drive
Fort Worth, TX 76109

Re: DENMAT 4.1-006
Use of SNAP-ON SMILE Trademark

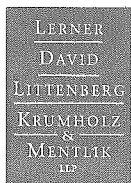
Dear Sir/Madam:

Our firm is intellectual property counsel to Den-Mat Holdings, LLC ("DenMat"). It has been brought to our attention that your company, Brighter Image Dental Lab ("Brighter Image"), has engaged in the unauthorized use, sale and marketing of dental services bearing a deceptively similar version of our client's SNAP-ON SMILE trademark.

In particular, our client is the registered owner of U.S. Trademark Reg. No. 3,252,363 for the SNAP-ON SMILE trademark. The SNAP-ON SMILE mark covers, among other things, "dental appliance(s), namely, hollow teeth in the form of a dental arch corresponding to and mountable on the surface of a person's existing teeth." This registration evidences DenMat's exclusive right to use its SNAP-ON SMILE mark in connection with the identified goods.

DenMat has recently learned that your company has been advertising and selling dental services in connection with the SNAP-ON SMILE trademark. Your repeated use of the term "Snap-On Smile" at the bottom of your website is likely to draw consumers away from DenMat's authentic website and attract them to your website. Use of DenMat's mark on your website in an attempt to gain ranking for <http://snapintoothveneers.com> on search engine results pages, (e.g. Google) constitutes unfair competition and trademark infringement under U.S. statutes.

As you know, your company has no connection to, and is not sponsored or authorized by DenMat to use the SNAP-ON SMILE mark, or any confusingly similar derivation thereof, in association with any goods or services. Furthermore, your use of the name "Snap-On Smile" in connection with the exact services covered by U.S. Reg. No. 3,252,363 evidences your intent to pass



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your services off as those of our client. Your actions are likely to confuse consumers into believing that there is some affiliation, connection, or association between DenMat and your company.

The illegal use of DenMat's well-established trademark and false association with its business constitutes willful infringement of its intellectual property rights. Such action particularly constitutes, *inter alia*, trademark infringement under sections 33 and 43(a) of the U.S. Trademark Act (15 U.S.C. §§ 1115 and 1125(a)), and constitutes common law trademark infringement, deceptive trade practices, unfair competition and misappropriation. Furthermore, continuing use of the SNAP-ON SMILE mark will cause irreparable injury to DenMat and to the goodwill it has established in its trademark.

For the above reasons, we hereby demand that you immediately and permanently cease and desist any and all use of the SNAP-ON SMILE trademark and/or any confusingly similar variations of the same. You must then contact us to discuss an appropriate payment to DenMat due to your infringing activities in connection with your use of the SNAP-ON SMILE mark.

If you are prepared to promptly agree to these demands, DenMat is confident that this matter may be promptly resolved and potential monetary damages minimized. We ask for a response to this letter by no later than **December 22, 2010**. Failure to respond to this letter will force DenMat to proceed with legal remedies to protect its rights and will thus file a lawsuit in the United States District Court for the District of New Jersey seeking monetary damages, attorneys fees and injunctive relief.

We look forward to hearing from you promptly. If you have any questions, please contact us.

Very truly yours,

LERNER, DAVID, LITTENBERG,
KRUMHOLZ & MENTLIK, LLP

GREGG A. PARADISE

GAP/KJL:dlb/nlb