

Request for Reconsideration after Final Action

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LAW OFFICE ASSIGNED	LAW OFFICE 101
MARK SECTION	
MARK FILE NAME	https://tmng-al.uspto.gov/resting2/api/img/87524734/large
LITERAL ELEMENT	FAMILIA DENTAL
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
ARGUMENT(S)	
<p>In a first office action dated October 18, 2017, the Examiner requested a disclaimer of FAMILIA DENTAL on the grounds that Applicant's FAMILIA DENTAL mark merely describes a feature of Applicant's goods or services. Applicant has been using its FAMILIA DENTAL mark since 2009 and therefore filed a Section 2(f) declaration in response to the office action. However, the Examiner issued a further office action on November 17, 2017 asserting that Applicant's FAMILIA DENTAL mark is generic in connection with the identified services, and further that even if it is not generic, it is descriptive despite Applicant's 2(f) declaration. In response, on April 24, 2018, Applicant submitted arguments that FAMILIA DENTAL is not generic, as well as further evidence that the mark has become distinctive. On May 31, 2018, the Examiner issued a Final Office Action continuing to assert that Applicant's mark is generic such that FAMILIA DENTAL should be disclaimed, and that even if it is not generic, it is descriptive and has not become distinctive. In addition to the arguments and evidence previously submitted, Applicant now makes further new arguments and submits additional evidence that its FAMILIA DENTAL mark is not generic and has become distinctive. Applicant requests that the Examiner reconsider its previous findings and approve the mark for publication. I. The Examiner has not met the difficult burden of establishing that Applicant's FAMILIA DENTAL mark is generic. A mark is not found to be generic unless the examiner is able to make a "substantial" showing that the mark is generic, which must be based on "clear evidence of generic use." In re Merrill Lynch, 828 F.2d 1567, 1571 (Fed. Cir. 1987) (reversing examiner finding that CASH MANAGEMENT ACCOUNT was generic). The Board has repeatedly explained that an examiner's burden in this instance is difficult and requires very clear evidence. In re Tennis Industry Assn., 102 U.S.P.Q.2d 1671 (Trademark Tr. & App. Bd. 2012) (reversing examiner finding that TENNIS INDUSTRY ASSOCIATION was generic); see also In re Trek 2000 Int'l Ltd., 97 U.S.P.Q.2d 1106 (Trademark Tr. & App. Bd. 2010) (reversing examiner finding that THUMBDRIVE was generic); In re Payclerk, Inc., 2007 WL 2972193 (Trademark Tr. & App. Bd. 2007) (reversing examiner finding that PAYCLERK was generic); In re American Food Co., Inc., 2004 WL 2368423 (reversing examiner finding that THE BEEF JERKY OUTLET was generic); Am-Pro Protective Agency, Inc. v. United States, 281 F.3d 1234, 1239-40 (Fed. Cir. 2002) (explaining that "clear evidence" is equivalent to "clear and convincing evidence," which is a heavier burden than preponderance of the evidence). In this instance, the Examiner's evidence that FAMILIA DENTAL is generic consists of various websites showing dental companies that have FAMILY DENTAL in their business name. The words FAMILIA DENTAL do not appear in a single one of the websites, and not one of the websites uses the words FAMILY DENTAL alone. Rather in each case, as Applicant previously pointed out, the word FAMILY is used to name a specific family, such as "Sharpe Family" or "Davis Family," and then the word dental describes the practice. Applicant is not aware of any Board decision affirming that a mark is generic when not one reference could be found using the exact mark at issue in a generic manner. In addition, in each instance to which the Examiner cites, "family dental" is not used generically in conversation to refer to services but rather is used in business names for various families or in a few cases, geographic locations. Given the high burden of showing that a mark is generic, citing websites of family business names, with not a single reference to FAMILIA DENTAL or FAMILY DENTAL alone, is not nearly enough. This is particularly true given that none of the examples used by the Examiner shows the relevant public or purchasing public referring to FAMILIA DENTAL in a generic manner. There is not one article, news story, blog, etc. showing generic references to FAMILIA DENTAL by the purchasing public or anyone else; rather, each example is use of FAMILY DENTAL as part of a larger dental practice name. Notably, the Board specifically addressed this situation in In re Country Music Association and found the Examiner's evidence insufficient to prove that the mark was generic. In that case, the Applicant sought to register COUNTRY MUSIC ASSOCIATION, and the Examiner asserted the mark was generic and cited to third party uses such as THE LESBIAN AND GAY COUNTRY MUSIC ASSOCIATION; CHRISTIAN COUNTRY MUSIC ASSOCIATION; NEW YORK METROPOLITAN COUNTRY MUSIC ASSOCIATION; and others for support. In finding such evidence insufficient to satisfy the Examiner's burden, the Board stated in part the following: Considered in the context of the record as a whole in this case, the examining attorney's evidence of third-party use of the</p>	

phrase "Country Music Association" does not clearly establish genericness. We note that all of the Internet and LEXIS/NEXIS excerpts show the phrase "Country Music Association" in initial capitalization form, which, as discussed further below, may be indicative of use as a trade or brand name. In addition, the evidence shows that third-party organizations use the term "Country Music Association" in combination with other descriptive, geographic, or other terms to designate the name of their respective organizations. Taking into account these points and the evidence presented by applicant which is discussed below, we are not convinced that the examining attorney's evidence of use of the phrase "Country Music Association" suffices as clear evidence that the relevant purchasers perceive the phrase as naming the genus of the services at issue. We are left with doubt on the issue and find the evidence to be equally compatible with a conclusion that the phrase is not the name of a genus of services but merely an apt name for an association comprised of country music professionals or promoting the country music industry. Cf. *In re American Fertility Society*, 51 USPQ2d at 1836 ("AMERICAN BAR ASSOCIATION is certainly an apt name for a national association of lawyers"). In *re Country Music Ass'n, Inc.*, 100 USPQ2d 1824 (Trademark Tr. & App. Bd. 2011). Similar to the examples cited in that case, the Examiner's examples here consist of trade names or brand names, which are not generic references, and they also all contain "family dental" in combination with other terms to designate the name of their entities, i.e. surnames or geographic locations. Such third party uses do not show that Applicant's mark is generic. In addition, the particular uses cited by the Examiner are not probative of how the relevant public/ordinary consumers would view Applicant's mark. The asserted exemplary uses consist of websites owned by dental service providers i.e., professionals in the trade of dental services, not members of the relevant consuming public. The fact that a limited subset of dental practices might import a particular meaning to the term "family dental" says little about how the ordinary consumer might view the term. "Clearly, when dealing with ordinary consumer goods or services, the test for genericness is the term's meaning to consumers, not necessarily the professionals in the trade." Zimmerman, 70 U.S.P.Q.2d 1425. To illustrate, the Federal Circuit rejected a claim that the mark TOUCHLESS was generic for "automobile washing services" where the only evidence cited was usage by operators and manufacturers of car wash equipment and not automobile owners generally. *Magic Wand, Inc. v. RDB, Inc.*, 940 F.2d 638, 639 (Fed. Cir. 1991). The Federal Circuit noted that car wash equipment operators and manufactures only fell within the relevant public insofar as they were automobile owners, and even then, they only made up a subset of the relevant consuming public. Similarly in this case, dentists at best make up a small subset of the relevant consuming public for dental services. Evidence illustrating how some dentists might use the term "family dental" does not clearly and convincingly establish that ordinary consumers would understand the term to be generic. See also *Burger King Corp. v. Pilgrim's Pride Corp.*, 705 F. Supp. 1522, 1525 (S.D. Fla. 1988) (upholding a jury verdict finding that the mark CHICKEN TENDERS was not generic because "although there was evidence that the term 'tender' might be generic within the chicken industry, it was not generic among the general public"). In another example, the Board rejected a challenge to the mark SYSTEMS USER as being generic for the title of a trade publication. See *Hunter Publ'g Co.*, 1 U.S.P.Q.2d 1996 (T.T.A.B. Sept. 29, 1986). The Board noted that while there was some evidence that persons in the industry were referred to as "system users," there was nothing indicating that the relevant public would interpret the term as referring to a publication. See *id.* The Board, therefore, found that the evidence did not support a finding that the mark was generic. In addition to the above-referenced issues in the evidence cited by the Examiner, Applicant itself provided a plethora of evidence demonstrating that the mark is not generic. One type of evidence previously submitted consisted of results from Internet searches, namely, searches through Google and Westlaw. While many Board cases recognize such evidence in demonstrating that a mark is not generic, the Examiner discounted this evidence, stating that the search results have "limited probative value because such a list does not show the context in which the term or phrase is used . . ." While that may be possible with certain searches, it is not true of the results submitted by Applicant. To the contrary, the point in both searches was that the hits did not and could not have shown generic uses at all because the great majority of the hits referred directly to Applicant. This is apparent merely by looking at Exhibits 1 and 2 to Applicant's previous response. The Google search clearly shows, by way of example, that the first three hits are Applicant's website; the fourth hit is a list of reviews from those who have worked with Applicant; the fifth hit is a reference to one of Applicant's locations in Wisconsin; and so on. Likewise in the Westlaw search, the first hit is an article about a dentist employed by Applicant; the second hit refers to a community event involving Applicant; the third hit refers to another community event featuring Applicant; the fourth hit refers to a new location of Applicant; and so on. The fact that most of the hits would reference Applicant specifically, as opposed to generic third party uses of FAMILIA DENTAL, or even FAMILY DENTAL for that matter, is strong evidence that the public associates the FAMILIA DENTAL mark with Applicant and that the mark is not generic. The cases cited by the Examiner on this point do not demonstrate otherwise. The Bayer case referred to search result summaries in which there were hits of the mark being used descriptively and the context was not clear. In *re Bayer Aktiengesellschaft*, 488 F.3d 960, 966-67 (Fed. Cir. 2007). Here, given that nearly all hits clearly directly refer to Applicant, the context is clear and the fact that the mark is not being used generically is made clear. The same is true of the Star Belly case, as the Board noted in that instance that the search results did not show the mark being used in the link or in content on a website and again that the context of the use could not be determined. In *re Star Belly Stitcher, Inc.*, 107 U.S.P.Q.2d 2059, n. 4 (Trademark Tr. & App. Bd. 2013). Here, the results show how the mark is being used, and in many cases, it is in the link, and again, is almost always referring to Applicant. These consistent hits pointing to Applicant, even in light of the evidence put forth by the Examiner, shows that the FAMILIA DENTAL mark is not generic. See *In re Merrill Lynch*, 828 F.2d at 1571 (stating that "the mixture of uses unearthed by the NEXIS computerized retrieval service does not show, by clear evidence, that the financial community views and uses the term CASH MANAGEMENT ACCOUNT as a generic common descriptive term for the brokerage services . . ."). In addition, to remove any doubt on this point, Applicant is attaching the actual website content for each hit on the first page of results from both Google and Westlaw to even more clearly show the context and direct references to Applicant. See Composite Exhibits 1 & 2 respectively. In addition to the search engine hits, Applicant previously provided other evidence that FAMILIA DENTAL is not generic, such as for example, the fact that FAMILIA DENTAL is not in the dictionary. The Examiner asserts that the fact the phrase does not appear in the dictionary is not controlling on the question of registrability when the word or term has a well understood and recognized meaning. However, Applicant asserts that when this is combined with other evidence, such as the search engine hits, it further buttresses the argument that the mark is not generic. This is particularly true given that, since the website hits largely refer directly to Applicant, it is not clear that FAMILIA DENTAL has a well understood and recognized meaning despite not being in the dictionary since what the hits show is that they understand the mark to refer to Applicant.

Applicant also previously provided a list of other similar federal registrations that have registered with no generic objection (see e.g., GOLD COAST FAMILY DENTAL, Reg. No. 4,658397 where only FAMILY was disclaimed as descriptive; FAMILY DENTAL CENTERS (and design), Reg. No. 4,240,926, where FAMILY DENTAL CENTERS was disclaimed as descriptive not generic; and WEST COAST DENTAL, Reg. No. 2,801,606, registered on Supplemental Register). The Examiner pointed out that such registrations were not technically a part of the record since Applicant did not provide copies of the registrations. Applicant therefore attaches these registrations hereto as Composite Exhibit 3. In addition, Applicant previously made the point that it has a prior registration for FAMILIA DENTAL (and design), Reg. No. 3,779,160 for which it was requested to disclaim FAMILIA DENTAL as possibly descriptive, not generic. Since that time, Applicant has used its mark continuously for seven more years and now has 42 dental locations covering 6 states around the country. Applicant has continued to expand and develop its FAMILIA DENTAL brand relying on the well-known premise that, even if its mark was at one point descriptive, it had the ability to make it distinctive, and presumably would have done so after more than 5 years of use. For the Trademark Office to suddenly assert that FAMILIA DENTAL is now generic, is highly detrimental and prejudicial to Applicant. In response, the Examiner points out that under TMEP § 1209.02, examiners do not initially issue generic refusals but also acknowledges that applicants should be apprised as early as possible of the prospects for registration. Given Applicant's circumstances and the way its brand has expanded over the years, to now deny registration on generic grounds, particularly with the evidence Applicant has submitted demonstrating that the mark is not generic, is very detrimental and unfair to Applicant. The Board has in the past found persuasive applicants continuing to develop their marks in reliance on prior Trademark Office decisions in finding that the mark is not generic. See e.g., *In re Trek 2000 Int'l Ltd.*, 97 U.S.P.Q.2d 1106 (recognizing applicant's argument that it relied on the prior determination that led to its registration on the Supplemental Register and since November 21, 2006, when THUMBDRIVE was placed on the Supplemental Register, Applicant has continued to strengthen and protect its mark.). All of this evidence put together, namely the Internet search results, the lack of dictionary references, Applicant's prior registration and the other cited registrations, makes a strong case that FAMILIA DENTAL is not generic. This is particularly true in light of the Examiner's high burden of demonstrating that a mark is generic. As the Federal Circuit and the Board consistently recognize, when the record contains mixed evidence such as this, creating doubt on whether the mark is generic, the Board resolves such doubt in favor of the applicant. *In re America Online Inc.*, 77 USPQ2d 1618 (Trademark Tr. & App. Bd. 2006); see also *In re Trek 2000 Int'l Ltd.*, 97 U.S.P.Q.2d 1106. As the Board stated in *In re Trek*: As noted in *America Online*, the Federal Circuit has addressed a similar case where there was a mixed record on the question of genericness. *America Online*, at 77 USPQ2d at 1623, citing *Merrill Lynch*, 4 USPQ2d at 1143. Similarly, here we find that the evidence of generic use is offset by applicant's evidence that shows not only a significant amount of proper trademark use but also trademark recognition by third parties. *Id.* Thus, we cannot conclude that members of the relevant public primarily use or understand the term sought to be protected to refer to the genus of the goods. At a minimum, the record creates doubt and we are constrained to resolve that doubt in favor of applicant. *In re Trek 2000 Int'l Ltd.*, 97 U.S.P.Q.2d 1106; see also *In re Nat'l Council for Therapeutic Rec. Cert., Inc.*, 2006 WL 2850881 (Trademark Tr. & App. Bd. Sept. 15, 2006) (finding CERTIFIED THERAPEUTIC RECREATION SPECIALIST was not generic due to mixed evidence); *In re Zuffa, LLC*, 2005 WL 2034531 (finding ULTIMATE FIGHTING was not generic due to mixed evidence of uses of the phrase referring to Applicant and uses of the phrase in a generic manner). Applicant asks that the Examiner reconsider the generic finding and withdraw the disclaimer request. II. The Examiner has also not demonstrated that the mark is highly descriptive. As Applicant has been using its FAMILIA DENTAL mark for nearly ten years, it responded to the Examiner's initial disclaimer request with a filing under Section 2(f). At that point, Applicant had submitted prima facie evidence of the FAMILIA DENTAL mark's distinctiveness. Specifically, under Section 2(f), proof of substantially exclusive and continuous use thereof as a mark by the applicant in commerce for the five years before the date on which the claim of distinctiveness is made serves as prima facie evidence that the mark has become distinctive. Once this prima facie case is made through a Section 2(f) claim, the burden shifts to the Examiner to show that Applicant's mark is highly descriptive if she nevertheless intends to refuse registration on descriptiveness grounds. See *In re Synergistics Research Corp.*, 218 USPQ 165, 1983 WL 51947, *2 (Trademark Tr. & App. Bd. 1983). The Examiner responded with an assertion that the mark is generic and that, even if it is not generic, additional evidence was needed to show that the mark has become distinctive. Applicant then filed in addition to evidence and arguments against genericness, a declaration and arguments with a large amount of additional evidence demonstrating that the mark has become distinctive, but the Examiner continues to assert that the evidence was not sufficient stating that it is Applicant's burden to show that the mark is distinctive. This is incorrect, as Applicant has already made a prima facie case of distinctiveness, and the burden has shifted to the Examiner to demonstrate that the mark was not just descriptive, but highly descriptive. The conclusion that a mark is highly descriptive cannot be arbitrary, but must be supported by evidence, such as dictionaries defining the term sought to be registered as having some unmistakable relationship to the goods, or documentary evidence of highly descriptive or generic use by the applicant or by others. *Id.* (citing *In re Illinois Powder & Paint Co.*, 188 USPQ 459, 462 (TTAB 1975)). The burden of establishing that a mark is highly descriptive is on the Patent and Trademark Office. *Id.*; see also *In re Caddy Girls USA, Inc.*, 2001 WL 1587169, *4 (Trademark Tr. & App. Bd. 2001) (same). The Trademark Trial and Appeal Board explained in *In re Synergistics Research Corp.*: [W]hile a declaration of long use by an officer of an applicant is sometimes dismissed as self-serving, its significance cannot be undervalued. Its credibility must be considered in light of the fact that the declaration has been made with knowledge of personal responsibility of the declarant under Section 1001 of Title 18 of the United States Code. Taken at its full value, the solemn declaration of appellant's substantially exclusive use for a period of five years has meaning not only from the standpoint of recognition by purchasers of the product's source but also that competitors apparently recognize or have acquiesced in applicant's claim of trademark rights. 1983 WL 51947, *2. In *Synergistics*, the Examining Attorney refused registration on the Principal Register of the mark BALL DARTS on the grounds that the mark was merely descriptive of the goods to which it was applied, declining to accept evidence of five years of substantially exclusive and continuous use as prima facie evidence of acquired distinctiveness. *Id.* at *1. In reversing, the Board concluded that since (1) neither the composite term BALL DARTS, nor the term in reverse (i.e. dart balls) has any known dictionary significance, and (2) the Examining Attorney had not introduced any evidence of use of the term BALL DARTS (or dart balls) by competitors or by the public, the term BALL DARTS was not so highly descriptive that its registrability under Section 2(f) may not be determined on the basis of a presumption of distinctiveness from the applicant's declaration of substantially exclusive and continuous use of the mark in commerce for at

least a five year period.? Id. at *2. Accordingly, the Board reversed the Examining Attorney?s refusal to register. Id. at *3. See also In re Caddy Girls USA, Inc., 2001 WL 1587169, *4 (no evidence of third party use of CADDY GIRLS or need to use those words in that order; refusal to register reversed). Here, the Examiner argues that Applicant?s mark is highly descriptive but bases that claim on no evidence of dictionary significance of the composite term FAMILIA DENTAL or any use of the phrase FAMILIA DENTAL at all, by competitors or the public. Instead, as described above, the Examiner points only to third party websites referring to surname dental practices, such as ?Smith Family Dental.? There are no uses of FAMILIA DENTAL at all or even FAMILY DENTAL as a stand-alone phrase. Applicant asserts that the Examiner has not met the burden of establishing that the FAMILIA DENTAL mark is highly descriptive. Moreover, in addition to the Section 2(f) amendment, Applicant submitted a detailed declaration from its Director of Corporate Development. The statements in the declaration were not merely conclusory but rather discussed many different ways in which the distinctiveness of the mark is shown and attached numerous exhibits demonstrating the same. The Examiner argues that the evidence Applicant submitted merely shows what Applicant has done in attempting to develop distinctiveness rather than showing that the mark is in fact distinctive. Applicant disagrees. The type of evidence submitted, particularly given the size of Applicant and its locations, the length of its use, and its significant revenues and marketing budget, is the exact type of evidence that the Board routinely finds to demonstrate distinctiveness. See e.g., In re HM Electronics, Inc., 2015 WL 12722655 (Trademark Tr. & App. Bd. Nov. 17, 2015) (finding mark acquired distinctiveness with high revenues and high amounts spent on advertising); In re Mittal Steel Tech. Ltd., 2008 WL 5078736 (Trademark Tr. & App. Bd. Nov. 18, 2008) (examining significant revenues and advertising spend and finding mark acquired distinctiveness); In re Dollar-A- Day Rent-A-Car Systems, Inc., 173 USPQ 435 (Trademark Tr. & App. Bd. 1972) (finding mark acquired distinctiveness due to significant revenues and advertising expenditures). As these cases discuss, facts such as a longer period of use, significant revenues, significant advertising expenditures, and press coverage all demonstrate that a mark has acquired distinctiveness and that the public would associate the mark with the applicant. Applicant also submitted evidence such as news articles, press releases and use of the mark at trade shows but the Examiner stated that this evidence did ?not project to potential customers that the name ?familia dental? is the brand name for the services rather than the commercial name of the services? and that the advertisements ?do not direct the consumer to view the proposed mark as a source of origin for the services.? Applicant respectfully disagrees. The news articles Applicant submitted expressly and directly refer to FAMILIA DENTAL as the brand of Applicant?s services, as opposed to any kind of generic or descriptive reference to dental services. Some of the articles even have pictures of Applicant?s locations, with the FAMILIA DENTAL mark and logo emphasized and separated apart from any other text. Applicant also submitted pictures of its use of the mark at trade shows, which have the FAMILIA DENTAL mark and logo on booths and other promotional items such as brochures, t-shirts, bags, mugs or pens. All of these examples very clearly show use of the mark as a brand and identifier of Applicant and its services. Given the substantial and significant evidence of distinctiveness submitted, Applicant asks that the Examiner reconsider the finding that Applicant?s FAMILIA DENTAL mark has not become distinctive and withdraw the same. III. Conclusion Applicant?s mark FAMILIA DENTAL is not generic. The Examiner?s burden to prove that a mark is generic is extremely difficult, and Applicant has submitted a plethora of evidence against a finding that the mark is generic. Any doubt in this regard is resolved in favor of Applicant. In addition, Applicant has demonstrated that the FAMILIA DENTAL mark has become distinctive. The Examiner has not shown that the mark is highly descriptive such that Applicant?s 2(f) declaration and other evidence would not suffice. Applicant has used the mark for nearly ten years and grown to 42 dental locations covering six states with significant revenues and advertising spend. The FAMILIA DENTAL mark has become distinctive and does not need to be disclaimed. In light of the foregoing, Applicant respectfully requests that the rejections be lifted, and submits that this application is now in condition for passage to publication.

EVIDENCE SECTION

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DESCRIPTION OF EVIDENCE FILE	Exhibit 1 (printouts of Google hits); Exhibit 2 (printouts of Westlaw hits); Exhibit 3 (registration certificates)
SIGNATURE SECTION	
RESPONSE SIGNATURE	/Mindi M. Richter/
SIGNATORY'S NAME	Mindi M. Richter
SIGNATORY'S POSITION	Attorney of record, IL & FL bar member
SIGNATORY'S PHONE NUMBER	8132297600
DATE SIGNED	11/28/2018
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Wed Nov 28 10:05:34 EST 2018
TEAS STAMP	USPTO/RFR-XX.XXX.XX.XXX-2 0181128100534958421-87524 734-6106ba5a7e794289e88c9 21551e6541948ed8349c27632 91711b925ab72cfc5b7-N/A-N /A-20181128100212329641

To the Commissioner for Trademarks:

Application serial no. **87524734** FAMILIA DENTAL (Stylized and/or with Design, see <https://tmng-al.uspto.gov/resting2/api/img/87524734/large>) has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

In a first office action dated October 18, 2017, the Examiner requested a disclaimer of FAMILIA DENTAL on the grounds that Applicant's FAMILIA DENTAL mark merely describes a feature of Applicant's goods or services. Applicant has been using its FAMILIA DENTAL mark since 2009 and therefore filed a Section 2(f) declaration in response to the office action. However, the Examiner issued a further office action on November 17, 2017 asserting that Applicant's FAMILIA DENTAL mark is generic in connection with the identified services, and further that even if it is not generic, it is descriptive despite Applicant's 2(f) declaration. In response, on April 24, 2018, Applicant submitted arguments that FAMILIA DENTAL is not generic, as well as further evidence that the mark has become distinctive. On May 31, 2018, the Examiner issued a Final Office Action continuing to assert that Applicant's mark is generic such that FAMILIA DENTAL should be disclaimed, and that even if it is not generic, it is descriptive and has not become distinctive. In addition to the arguments and evidence previously submitted, Applicant now makes further new arguments and submits additional evidence that its FAMILIA DENTAL mark is not generic and has become distinctive. Applicant requests that the Examiner reconsider its previous findings and approve the mark for publication. I. The Examiner has not met the difficult burden of establishing that Applicant's FAMILIA DENTAL mark is generic. A mark is not found to be generic unless the examiner is able to make a "substantial" showing that the mark is generic, which must be based on "clear evidence of generic use." In re Merrill Lynch, 828 F.2d 1567, 1571 (Fed. Cir. 1987) (reversing examiner finding that CASH MANAGEMENT ACCOUNT was generic). The Board has repeatedly explained that an examiner's burden in this instance is difficult and requires very clear evidence. In re Tennis Industry Assn., 102 U.S.P.Q.2d 1671 (Trademark Tr. & App. Bd. 2012) (reversing examiner finding that TENNIS INDUSTRY ASSOCIATION was generic); see also In re Trek 2000 Int'l Ltd., 97 U.S.P.Q.2d 1106 (Trademark Tr. & App. Bd. 2010) (reversing examiner finding that THUMBDRIVE was generic); In re Payclerk, Inc., 2007 WL 2972193 (Trademark Tr. & App. Bd. 2007) (reversing examiner finding that PAYCLERK was generic); In re American Food Co., Inc., 2004 WL 2368423 (reversing examiner finding that THE BEEF JERKY OUTLET was generic); Am-Pro Protective Agency, Inc. v. United States, 281 F.3d 1234, 1239-40 (Fed. Cir. 2002) (explaining that "clear evidence" is equivalent to "clear and convincing evidence," which is a heavier burden than preponderance of the evidence). In this instance, the Examiner's evidence that FAMILIA DENTAL is generic consists of various websites showing dental companies that have FAMILY DENTAL in their business name. The words FAMILIA DENTAL do not appear in a single one of the websites, and not one of the websites uses the words FAMILY DENTAL alone. Rather in each case, as Applicant previously pointed out, the word FAMILY is used to name a specific family, such as "Sharpe Family" or "Davis Family," and then the word dental describes the practice. Applicant is not aware of any Board decision affirming that a mark is generic when not one reference could be found using the exact mark at issue in a generic manner. In addition, in each instance to which the Examiner cites, "family dental" is not used generically in conversation to refer to services but rather is used in business names for various families or in a few cases, geographic locations. Given the high burden of showing that a mark is generic, citing websites of family business names, with not a single reference to FAMILIA DENTAL or FAMILY DENTAL alone, is not nearly enough. This is particularly true given that none of the examples used by the Examiner shows the relevant public or purchasing public referring to FAMILIA DENTAL in a generic manner. There is not one article, news story, blog, etc. showing generic references to FAMILIA DENTAL by the purchasing public or anyone else; rather, each example is use of FAMILY DENTAL as part of a larger dental practice name. Notably, the Board specifically addressed this situation in In re Country Music Association and found the Examiner's evidence insufficient to prove that the mark was generic. In that case, the Applicant sought to register COUNTRY MUSIC ASSOCIATION, and the Examiner asserted the mark was generic and cited to third party uses such as THE LESBIAN AND GAY COUNTRY MUSIC ASSOCIATION; CHRISTIAN COUNTRY MUSIC ASSOCIATION; NEW YORK METROPOLITAN COUNTRY MUSIC ASSOCIATION; and others for support. In finding such evidence insufficient to satisfy the Examiner's burden, the Board stated in part the following: Considered in the context of the record as a whole in this case, the examining attorney's evidence of third-party use of the phrase "Country Music Association" does not clearly establish genericness. We note that all of the Internet and LEXIS/NEXIS excerpts show the phrase "Country Music Association" in initial capitalization form, which, as discussed further below, may be indicative of use as a trade or brand name. In addition, the evidence shows that third-party organizations use the term "Country Music Association" in combination with other descriptive, geographic, or other terms to designate the name of their respective organizations. Taking into account these points and the evidence presented by applicant which is discussed below, we are not convinced that the examining attorney's evidence of use of the phrase "Country Music Association" suffices as clear evidence that the relevant purchasers perceive the phrase as naming the genus of the services at issue. We are left with doubt on the issue and find the evidence to be equally compatible with a conclusion that the phrase is not the name of a genus of services but merely an apt name for an association comprised of country music professionals or promoting the country music industry. Cf. In re American Fertility Society, 51 USPQ2d at 1836 ("AMERICAN BAR ASSOCIATION is certainly an apt name for a national association of lawyers?"). In re Country Music Ass'n, Inc., 100 USPQ2d 1824 (Trademark Tr. & App. Bd. 2011). Similar to the examples cited in that case, the Examiner's examples here consist of trade names or brand names, which are not generic references, and they also all contain "family dental" in combination with other terms to designate the name of their entities, i.e. surnames or geographic locations. Such third party uses do not show that Applicant's mark is generic. In addition, the particular uses cited by the Examiner are not probative of how the relevant public "ordinary consumers" would view Applicant's mark. The asserted exemplary uses consist of websites owned by dental service providers "i.e., professionals in the trade of dental services, not members of the relevant consuming public. The fact that a limited subset of dental practices might import a particular meaning to the term "family dental" says little about how the ordinary consumer might view the term. "Clearly, when dealing with ordinary consumer goods or services, the test for genericness is the term's meaning to consumers, not necessarily the professionals in the trade."

Zimmerman, 70 U.S.P.Q.2d 1425. To illustrate, the Federal Circuit rejected a claim that the mark TOUCHLESS was generic for "automobile washing services" where the only evidence cited was usage by operators and manufacturers of car wash equipment and not automobile owners generally. *Magic Wand, Inc. v. RDB, Inc.*, 940 F.2d 638, 639 (Fed. Cir. 1991). The Federal Circuit noted that car wash equipment operators and manufactures only fell within the relevant public insofar as they were automobile owners, and even then, they only made up a subset of the relevant consuming public. Similarly in this case, dentists at best make up a small subset of the relevant consuming public for dental services. Evidence illustrating how some dentists might use the term "family dental" does not clearly and convincingly establish that ordinary consumers would understand the term to be generic. See also *Burger King Corp. v. Pilgrim's Pride Corp.*, 705 F. Supp. 1522, 1525 (S.D. Fla. 1988) (upholding a jury verdict finding that the mark CHICKEN TENDERS was not generic because "although there was evidence that the term 'tender' might be generic within the chicken industry, it was not generic among the general public?"). In another example, the Board rejected a challenge to the mark SYSTEMS USER as being generic for the title of a trade publication. See *Hunter Publ'g Co.*, 1 U.S.P.Q.2d 1996 (T.T.A.B. Sept. 29, 1986). The Board noted that while there was some evidence that persons in the industry were referred to as "system users," there was nothing indicating that the relevant public would interpret the term as referring to a publication. See *id.* The Board, therefore, found that the evidence did not support a finding that the mark was generic. In addition to the above-referenced issues in the evidence cited by the Examiner, Applicant itself provided a plethora of evidence demonstrating that the mark is not generic. One type of evidence previously submitted consisted of results from Internet searches, namely, searches through Google and Westlaw. While many Board cases recognize such evidence in demonstrating that a mark is not generic, the Examiner discounted this evidence, stating that the search results have "limited probative value because such a list does not show the context in which the term or phrase is used . . ." While that may be possible with certain searches, it is not true of the results submitted by Applicant. To the contrary, the point in both searches was that the hits did not and could not have shown generic uses at all because the great majority of the hits referred directly to Applicant. This is apparent merely by looking at Exhibits 1 and 2 to Applicant's previous response. The Google search clearly shows, by way of example, that the first three hits are Applicant's website; the fourth hit is a list of reviews from those who have worked with Applicant; the fifth hit is a reference to one of Applicant's locations in Wisconsin; and so on. Likewise in the Westlaw search, the first hit is an article about a dentist employed by Applicant; the second hit refers to a community event involving Applicant; the third hit refers to another community event featuring Applicant; the fourth hit refers to a new location of Applicant; and so on. The fact that most of the hits would reference Applicant specifically, as opposed to generic third party uses of FAMILIA DENTAL, or even FAMILY DENTAL for that matter, is strong evidence that the public associates the FAMILIA DENTAL mark with Applicant and that the mark is not generic. The cases cited by the Examiner on this point do not demonstrate otherwise. The Bayer case referred to search result summaries in which there were hits of the mark being used descriptively and the context was not clear. In *re Bayer Aktiengesellschaft*, 488 F.3d 960, 966-67 (Fed. Cir. 2007). Here, given that nearly all hits clearly directly refer to Applicant, the context is clear and the fact that the mark is not being used generically is made clear. The same is true of the Star Belly case, as the Board noted in that instance that the search results did not show the mark being used in the link or in content on a website and again that the context of the use could not be determined. In *re Star Belly Stitcher, Inc.*, 107 U.S.P.Q.2d 2059, n. 4 (Trademark Tr. & App. Bd. 2013). Here, the results show how the mark is being used, and in many cases, it is in the link, and again, is almost always referring to Applicant. These consistent hits pointing to Applicant, even in light of the evidence put forth by the Examiner, shows that the FAMILIA DENTAL mark is not generic. See *In re Merrill Lynch*, 828 F.2d at 1571 (stating that "the mixture of uses unearthed by the NEXIS computerized retrieval service does not show, by clear evidence, that the financial community views and uses the term CASH MANAGEMENT ACCOUNT as a generic common descriptive term for the brokerage services . . ."). In addition, to remove any doubt on this point, Applicant is attaching the actual website content for each hit on the first page of results from both Google and Westlaw to even more clearly show the context and direct references to Applicant. See Composite Exhibits 1 & 2 respectively. In addition to the search engine hits, Applicant previously provided other evidence that FAMILIA DENTAL is not generic, such as for example, the fact that FAMILIA DENTAL is not in the dictionary. The Examiner asserts that the fact the phrase does not appear in the dictionary is not controlling on the question of registrability when the word or term has a well understood and recognized meaning. However, Applicant asserts that when this is combined with other evidence, such as the search engine hits, it further buttresses the argument that the mark is not generic. This is particularly true given that, since the website hits largely refer directly to Applicant, it is not clear that FAMILIA DENTAL has a well understood and recognized meaning despite not being in the dictionary since what the hits show is that they understand the mark to refer to Applicant. Applicant also previously provided a list of other similar federal registrations that have registered with no generic objection (see e.g., GOLD COAST FAMILY DENTAL, Reg. No. 4,658,397 where only FAMILY was disclaimed as descriptive; FAMILY DENTAL CENTERS (and design), Reg. No. 4,240,926, where FAMILY DENTAL CENTERS was disclaimed as descriptive not generic; and WEST COAST DENTAL, Reg. No. 2,801,606, registered on Supplemental Register). The Examiner pointed out that such registrations were not technically a part of the record since Applicant did not provide copies of the registrations. Applicant therefore attaches these registrations hereto as Composite Exhibit 3. In addition, Applicant previously made the point that it has a prior registration for FAMILIA DENTAL (and design), Reg. No. 3,779,160 for which it was requested to disclaim FAMILIA DENTAL as possibly descriptive, not generic. Since that time, Applicant has used its mark continuously for seven more years and now has 42 dental locations covering 6 states around the country. Applicant has continued to expand and develop its FAMILIA DENTAL brand relying on the well-known premise that, even if its mark was at one point descriptive, it had the ability to make it distinctive, and presumably would have done so after more than 5 years of use. For the Trademark Office to suddenly assert that FAMILIA DENTAL is now generic, is highly detrimental and prejudicial to Applicant. In response, the Examiner points out that under TMEP "1209.02, examiners do not initially issue generic refusals but also acknowledges that applicants should be apprised as early as possible of the prospects for registration. Given Applicant's circumstances and the way its brand has expanded over the years, to now deny registration on generic grounds, particularly with the evidence Applicant has submitted demonstrating that the mark is not generic, is very detrimental and unfair to Applicant. The Board has in the past found persuasive applicants continuing to develop their marks in reliance on prior Trademark Office decisions in finding that the mark is not generic. See e.g., *In re Trek 2000 Int'l Ltd.*, 97 U.S.P.Q.2d 1106 (recognizing applicant's argument that "it relied on the prior determination that led to its registration on the Supplemental Register and since "November 21, 2006, when THUMBDRIVE was placed on the Supplemental Register, Applicant has continued to strengthen and protect its mark.")). All of this evidence put together, namely the

Internet search results, the lack of dictionary references, Applicant's prior registration and the other cited registrations, makes a strong case that FAMILIA DENTAL is not generic. This is particularly true in light of the Examiner's high burden of demonstrating that a mark is generic. As the Federal Circuit and the Board consistently recognize, when the record contains mixed evidence such as this, creating doubt on whether the mark is generic, the Board resolves such doubt in favor of the applicant. In re America Online Inc., 77 USPQ2d 1618 (Trademark Tr. & App. Bd. 2006); see also In re Trek 2000 Int'l Ltd., 97 U.S.P.Q.2d 1106. As the Board stated in In re Trek: As noted in America Online, the Federal Circuit has addressed a similar case where there was a mixed record on the question of genericness. America Online, at 77 USPQ2d at 1623, citing Merrill Lynch, 4 USPQ2d at 1143. Similarly, here we find that "the evidence of generic use is offset by applicant's evidence that shows not only a significant amount of proper trademark use but also trademark recognition" by third parties. Id. Thus, we cannot conclude that "members of the relevant public primarily use or understand the term sought to be protected to refer to the genus" of the goods. At a minimum, the record creates doubt and we are constrained to resolve that doubt in favor of applicant. In re Trek 2000 Int'l Ltd., 97 U.S.P.Q.2d 1106; see also In re Nat'l Council for Therapeutic Rec. Cert., Inc., 2006 WL 2850881 (Trademark Tr. & App. Bd. Sept. 15, 2006) (finding CERTIFIED THERAPEUTIC RECREATION SPECIALIST was not generic due to mixed evidence); In re Zuffa, LLC, 2005 WL 2034531 (finding ULTIMATE FIGHTING was not generic due to mixed evidence of uses of the phrase referring to Applicant and uses of the phrase in a generic manner). Applicant asks that the Examiner reconsider the generic finding and withdraw the disclaimer request. II. The Examiner has also not demonstrated that the mark is highly descriptive. As Applicant has been using its FAMILIA DENTAL mark for nearly ten years, it responded to the Examiner's initial disclaimer request with a filing under Section 2(f). At that point, Applicant had submitted prima facie evidence of the FAMILIA DENTAL mark's distinctiveness. Specifically, under Section 2(f), "proof of substantially exclusive and continuous use thereof as a mark by the applicant in commerce for the five years before the date on which the claim of distinctiveness is made" serves as "prima facie evidence that the mark has become distinctive." Once this prima facie case is made through a Section 2(f) claim, the burden shifts to the Examiner to show that Applicant's mark is "highly descriptive" if she nevertheless intends to refuse registration on descriptiveness grounds. See In re Synergistics Research Corp., 218 USPQ 165, 1983 WL 51947, *2 (Trademark Tr. & App. Bd. 1983). The Examiner responded with an assertion that the mark is generic and that, even if it is not generic, additional evidence was needed to show that the mark has become distinctive. Applicant then filed in addition to evidence and arguments against genericness, a declaration and arguments with a large amount of additional evidence demonstrating that the mark has become distinctive, but the Examiner continues to assert that the evidence was not sufficient stating that it is Applicant's burden to show that the mark is distinctive. This is incorrect, as Applicant has already made a prima facie case of distinctiveness, and the burden has shifted to the Examiner to demonstrate that the mark was not just descriptive, but highly descriptive. The conclusion that a mark is "highly descriptive" cannot be arbitrary, but must be supported by evidence, such as "dictionaries defining the term sought to be registered as having some unmistakable relationship to the goods, or documentary evidence of highly descriptive or generic use by the applicant or by others." Id. (citing In re Illinois Powder & Paint Co., 188 USPQ 459, 462 (TTAB 1975)). The burden of establishing that a mark is "highly descriptive" is on the Patent and Trademark Office. Id.; see also In re Caddy Girls USA, Inc., 2001 WL 1587169, *4 (Trademark Tr. & App. Bd. 2001) (same). The Trademark Trial and Appeal Board explained in In re Synergistics Research Corp.: [W]hile a declaration of long use by an officer of an applicant is sometimes dismissed as self-serving, its significance cannot be undervalued. Its credibility must be considered in light of the fact that the declaration has been made with knowledge of personal responsibility of the declarant under Section 1001 of Title 18 of the United States Code. Taken at its full value, the solemn declaration of appellant's substantially exclusive use for a period of five years has meaning not only from the standpoint of recognition by purchasers of the product's source but also that competitors apparently recognize or have acquiesced in applicant's claim of trademark rights. 1983 WL 51947, *2. In Synergistics, the Examining Attorney refused registration on the Principal Register of the mark BALL DARTS on the grounds that the mark was merely descriptive of the goods to which it was applied, declining to accept evidence of five years of substantially exclusive and continuous use as prima facie evidence of acquired distinctiveness. Id. at *1. In reversing, the Board concluded that since (1) neither the composite term BALL DARTS, nor the term in reverse (i.e. "dart balls") has any known dictionary significance, and (2) the Examining Attorney had not introduced any evidence of use of the term BALL DARTS (or "dart balls") by competitors or by the public, the term BALL DARTS was "not so highly descriptive that its registrability under Section 2(f) may not be determined on the basis of a presumption of distinctiveness from the applicant's declaration of substantially exclusive and continuous use of the mark in commerce for at least a five year period." Id. at *2. Accordingly, the Board reversed the Examining Attorney's refusal to register. Id. at *3. See also In re Caddy Girls USA, Inc., 2001 WL 1587169, *4 (no evidence of third party use of CADDY GIRLS or need to use those words in that order; refusal to register reversed). Here, the Examiner argues that Applicant's mark is highly descriptive but bases that claim on no evidence of dictionary significance of the composite term FAMILIA DENTAL or any use of the phrase FAMILIA DENTAL at all, by competitors or the public. Instead, as described above, the Examiner points only to third party websites referring to surname dental practices, such as "Smith Family Dental." There are no uses of FAMILIA DENTAL at all or even FAMILY DENTAL as a stand-alone phrase. Applicant asserts that the Examiner has not met the burden of establishing that the FAMILIA DENTAL mark is highly descriptive. Moreover, in addition to the Section 2(f) amendment, Applicant submitted a detailed declaration from its Director of Corporate Development. The statements in the declaration were not merely conclusory but rather discussed many different ways in which the distinctiveness of the mark is shown and attached numerous exhibits demonstrating the same. The Examiner argues that the evidence Applicant submitted merely shows what Applicant has done in attempting to develop distinctiveness rather than showing that the mark is in fact distinctive. Applicant disagrees. The type of evidence submitted, particularly given the size of Applicant and its locations, the length of its use, and its significant revenues and marketing budget, is the exact type of evidence that the Board routinely finds to demonstrate distinctiveness. See e.g., In re HM Electronics, Inc., 2015 WL 12722655 (Trademark Tr. & App. Bd. Nov. 17, 2015) (finding mark acquired distinctiveness with high revenues and high amounts spent on advertising); In re Mittal Steel Tech. Ltd., 2008 WL 5078736 (Trademark Tr. & App. Bd. Nov. 18, 2008) (examining significant revenues and advertising spend and finding mark acquired distinctiveness); In re Dollar-A- Day Rent-A-Car Systems, Inc., 173 USPQ 435 (Trademark Tr. & App. Bd. 1972) (finding mark acquired distinctiveness due to significant revenues and advertising expenditures). As these cases discuss, facts such as a longer period of use, significant revenues, significant advertising expenditures, and press coverage all demonstrate that a mark has acquired distinctiveness and that the public would associate the mark with the applicant. Applicant also submitted evidence such as news articles,

press releases and use of the mark at trade shows but the Examiner stated that this evidence did not project to potential customers that the name familia dental is the brand name for the services rather than the commercial name of the services and that the advertisements do not direct the consumer to view the proposed mark as a source of origin for the services. Applicant respectfully disagrees. The news articles Applicant submitted expressly and directly refer to FAMILIA DENTAL as the brand of Applicant's services, as opposed to any kind of generic or descriptive reference to dental services. Some of the articles even have pictures of Applicant's locations, with the FAMILIA DENTAL mark and logo emphasized and separated apart from any other text. Applicant also submitted pictures of its use of the mark at trade shows, which have the FAMILIA DENTAL mark and logo on booths and other promotional items such as brochures, t-shirts, bags, mugs or pens. All of these examples very clearly show use of the mark as a brand and identifier of Applicant and its services. Given the substantial and significant evidence of distinctiveness submitted, Applicant asks that the Examiner reconsider the finding that Applicant's FAMILIA DENTAL mark has not become distinctive and withdraw the same. III. Conclusion Applicant's mark FAMILIA DENTAL is not generic. The Examiner's burden to prove that a mark is generic is extremely difficult, and Applicant has submitted a plethora of evidence against a finding that the mark is generic. Any doubt in this regard is resolved in favor of Applicant. In addition, Applicant has demonstrated that the FAMILIA DENTAL mark has become distinctive. The Examiner has not shown that the mark is highly descriptive such that Applicant's 2(f) declaration and other evidence would not suffice. Applicant has used the mark for nearly ten years and grown to 42 dental locations covering six states with significant revenues and advertising spend. The FAMILIA DENTAL mark has become distinctive and does not need to be disclaimed. In light of the foregoing, Applicant respectfully requests that the rejections be lifted, and submits that this application is now in condition for passage to publication.

EVIDENCE

Evidence in the nature of Exhibit 1 (printouts of Google hits); Exhibit 2 (printouts of Westlaw hits); Exhibit 3 (registration certificates) has been attached.

Original PDF file:

[evi_3810116184-20181128100212329641_..New_OA_Exhibit_1.pdf](#)

Converted PDF file(s) (40 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

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[Evidence-33](#)

[Evidence-34](#)

[Evidence-35](#)

[Evidence-36](#)

[Evidence-37](#)

[Evidence-38](#)

[Evidence-39](#)

[Evidence-40](#)

Original PDF file:

[evi_3810116184-20181128100212329641_.New.OA.-Exhibit.2.pdf](#)

Converted PDF file(s) (15 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

[Evidence-15](#)

Original PDF file:

[evi_3810116184-20181128100212329641_.New.OA.-Exhibit.3.pdf](#)

Converted PDF file(s) (6 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /Mindi M. Richter/ Date: 11/28/2018

Signatory's Name: Mindi M. Richter

Signatory's Position: Attorney of record, IL & FL bar member

Signatory's Phone Number: 8132297600

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 87524734

Internet Transmission Date: Wed Nov 28 10:05:34 EST 2018

TEAS Stamp: USPTO/RFR-XX.XXX.XX.XXX-2018112810053495

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Working at Familia Dental: 200 Reviews | Indeed.com

<https://www.indeed.com/cmp/Familia-Dental/reviews>

200 reviews from Familia Dental employees about Familia Dental culture, salaries, benefits, work-life balance, management, job security, and more.

Familia Dental | Dentists at 1931 Main St - Green Bay WI - Reviews ...

<https://birdeye.com/familia-dental-150125958055253>

Rating: 4.7 - 169 reviews

169 reviews of Familia Dental from Green Bay, WI Nothing everything was excellent.

Familia Dental | Dentists at 2280 W Mason St - Green Bay WI - BirdEye

<https://birdeye.com/familia-dental-150125936775384>

Rating: 4.7 - 78 reviews

Familia Dental. 4.7..... 78 reviews from all sources (Dentists) Share. 2280 W Mason St, Green Bay, WI 54303US. Reviews; About; Directions ...

Familia Dental | Dentists at 706 S. Gammon Rd - Madison WI - BirdEye

<https://birdeye.com/familia-dental-150421282829379>

Rating: 4.7 - 62 reviews

62 reviews of Familia Dental from Madison, WI I would like to thank the doctor and her nursing staff for the wonderful job they did on my teeth. PS I would recommend Family Dental 706 South Gammon Road to all my friends and family thank you guys.

Familia Dental Salaries | Glassdoor

<https://www.glassdoor.com/Salary/Familia-Dental-Salaries-E434662.htm>

Jan 12, 2018 - A free inside look at Familia Dental salary trends. 35 salaries for 20 jobs at Familia Dental. Salaries posted anonymously by Familia Dental employees.

Familia Dental Employee Benefits and Perks | Glassdoor

https://www.glassdoor.com/.../Familia-Dental-US-Benefits-ELIE434662.0,14_IL.15,1...

Rating: 2.8 - 8 reviews

Familia Dental benefits and perks, including insurance benefits, retirement benefits, and vacation policy. Reported anonymously by Familia Dental employees.

Familia Dental | LinkedIn

<https://www.linkedin.com/company/familia-dental>

Learn about working at Familia Dental. Join LinkedIn today for free. See who you know at Familia Dental, leverage your professional network, and get hired.

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FAMILIA DENTAL
2608 STATE ST
EAST SAINT LOUIS, IL 62205

OFFICE HOURS
MONDAY-FRIDAY, 9:00 A.M. – 6:00 P.M.
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APPOINTMENT
ENTER YOUR ~~REQUEST~~

Welcome To Familia Dental Dentistry for Kids & Adults

Welcome to Familia Dental! We focus on making your visit to the dentist easier, more accessible, and more affordable, and offer a wide range of general dentistry and orthodontic treatments to help you and your family enjoy healthy, beautiful smiles! Familia Dental was established in 2008, and has grown rapidly because of our quality dentistry and our caring, compassionate approach to all people. Our practice exemplifies the core values of quality, honesty, and care in everything that we do. Please call or visit us today to schedule your appointment. We look forward to helping you care for your smile!





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Wisconsin

Familia Dental offers a variety of special offers and discounts. Contact the office nearest you for more details and to make an appointment with one of our friendly dentists.

Green Bay East

At our Green Bay East, WI, practice, we offer the following specials:

- Dental X-Rays and Exams: \$19
- Dental Cleanings, X-Rays, and Exams: \$65
- 30% discount on all general dental procedures

Green Bay West

At our Green Bay West, WI, practice, we offer the following specials:

- Dental X-Rays and Exams: \$19
- Dental Cleanings, X-Rays, and Exams: \$65
- 30% discount on all general dental procedures

Janesville

At our Janesville, WI, practice, we offer the following specials:

- Dental X-Rays and Exams: \$19
- Dental Cleanings, X-Rays, and Exams: \$65
- 30% discount on all general dental procedures

Kenosha

At our Kenosha, WI, practice, we offer the following specials:

- Dental X-Rays and Exams: \$19
- Dental Cleanings, X-Rays, and Exams: \$65
- 30% discount on all general dental procedures

Madison East

At our Madison East, WI, practice, we offer the following specials:

- Dental X-Rays and Exams: \$19
- Dental Cleanings, X-Rays, and Exams: \$65
- 30% discount on all general dental procedures

Madison West

At our Madison West, WI, practice, we offer the following specials:

- Dental X-Rays and Exams: \$19

- 30% discount on all general dental procedures

Midtown Milwaukee

At our Midtown Milwaukee, WI, practice, we offer the following specials:

- Dental X-Rays and Exams: \$19
- Dental Cleanings, X-Rays, and Exams: \$65
- 30% discount on all general dental procedures
- Orthodontic specials (contact our office for details)

Mitchell Milwaukee

At our Mitchell Milwaukee, WI, practice, we offer the following specials:

- Dental X-Rays and Exams: \$19
- Dental Cleanings, X-Rays, and Exams: \$65
- 30% discount on all general dental procedures

Racine

At our Racine, WI, practice, we offer the following specials:

- Dental X-Rays and Exams: \$19
- Dental Cleanings, X-Rays, and Exams: \$65
- 30% discount on all general dental procedures
- Orthodontic specials (contact our office for details)

River Glen Milwaukee

At our River Glen Milwaukee, WI, practice, we offer the following specials:

- Dental X-Rays and Exams: \$19
- Dental Cleanings, X-Rays, and Exams: \$65
- 30% discount on all general dental procedures

Patient Reviews

Dr. Yosh is the best! He explains everything before and after. Actually spends time if you need it. Answers questions and tells you how to do better with your dental health. Staff is friendly and a lot faster than they used to be.

- Nichole M, Peoria, Nov 30

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Familia Dental offers a number of special offers and discounts on our services. Please contact our office for more details and to make an appointment with one of our caring dentists.

- Dental X-Rays and Exams: \$19
- Dental Cleanings, X-Rays, and Exams: \$65
- 30% discount on all general dental procedures

Patient Reviews

The ladies in the reception very courteous. Dr Kithale and Tice extremely professional, make you feel like you have known them for long. There may be some waiting after checking in, but you don't feel it in that environment.

- Winrose M, Hobbs, Nov 30

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Familia Dental

3.0 222 reviews

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Familia Dental Employee Reviews

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Job Title Location

Ratings by category

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[2.9 Pay & Benefits](#)
[2.8 Job Security & Advancement](#)
[2.9 Management](#)
[3.0 Culture](#)

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4.0 Productive workplace

Dental/Orthodontic Assistant (Former Employee) – Amarillo, TX – August 31, 2018

A typical day working here was that it was always busy. You learned new things everyday. Although, the management was very terrible. The hardest part of the job was probably getting to know how the Dr likes things but it does not take long to memorize how he likes things. The most enjoyable part of the job is getting along with the staff and making a fun place environment to work at .

Pros learning new things everyday

Cons low hours

Was this review helpful? [Yes](#) [No](#)

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1.0 Horrible

Dental Assistant/Receptionist (Former Employee) – Madison, WI – August 5, 2018

I was new as a receptionist with no knowledge on the dental field. No one new I was coming in to be trained, and the 2 days i was there before i walked out I didn't get paid.

Pros None

Cons A lot

Claimed Profile

Want to know more about working here?

Ask a question about working or interviewing at Familia Dental. Our community is ready to answer.

[Ask a Question](#)

Overall rating

3.0

Based on 222 reviews

5	59
4	46
3	25
2	20
1	72

Ratings by category

Was this review helpful? Yes No 1 [Share](#) [Report](#)

1.0 Do not unless you are desperate

Dental Assistant (Former Employee) – Green Bay, WI – July 30, 2018

only posting this to help someone not make the same mistake as i did by accepting a position here... but i never felt as disrespected and under appreciated in my entire life as i did in my short employment at familia. management seems to be scared of the assistants so the long term assistants pretty much do as they please. rules only apply to new hires (and new hires get scolded and practically harassed if they make one little mistake until they hire new people to pick on) & the long term employees get to do whatever they please. super cliquy and uninviting place to work. this is not a job you can "leave at the office" as there is constant drama inside and outside of work. was hired on as full time but never got more than 20-30 hours. In the short amount of time i worked for this company, at least 10 people were hired and more than half of them walked out on their first day or didn't return after their first day because of how harsh everyone is to one another. Familia is open on saturdays and when you get hired on you're promised you'll only be scheduled one saturday a month, but that's also a lie. every morning is started off with a morning huddle which consists of ONLY negative feedback and calling people out for their mistakes... every day is started off on a negative note. some days you'll only get 10 min breaks for lunch & some days you'll get 2 hours. i reached out to the higher authorities about my complaints & was never contacted back. very inconsistent, unprofessional place to work. the only thing i'll miss is the doctors at this location!

Was this review helpful? Yes 4 No [Share](#) [Report](#)

5.0 a fun place to work

Dental Assistant/Front Office (Former Employee) – Addison, IL – July 25, 2018

i loved working for familia dental. the manager and co-worker are delightful and fun to work with the doctors are amazing i will return there if i could

Was this review helpful? Yes No [Share](#) [Report](#)

1.0 Horrible place to work

Dental Assistant (Former Employee) – Abilene, TX – July 17, 2018

This location is a horrible place to work. Doctors are rude to patients and to staff. Other assistants treat you with no respect when you first start. They train on site however you will be a huge burden to every one else even though they were once all in your position. Hours are long. You will be promised full time. Along with a raise when you finally become registered which never Happened. Full time is only when you are training after that you're lucky if you get 20 hours a week. Only assisted 2 times because both doctors refuse to work with anyone new then complain when they have no assistants. Have been called names by one of the doctors, screamed at in front of patients, basically treated like garbage. Management is a joke. Front desk doesn't know how to route back patients on time ever and then you get blamed for being behind schedule. Sanatation is non existent here. If we're running low on instruments they will just cavi wipe them instead of running them through the sanitizer. Only have about 10 working instruments. Schedule is outrageous. Front desk will schedule 40 patients for one doctor when they're only supposed to see 25 max. Not to mention all the random walk ins. Overall this place is unprofessional and just needs to be closed down. Don't waste your time.

- Pros** Absolutely nothing.
- Cons** Everything

- 2.9 Work/Life Balance
- 2.9 Compensation/Benefits
- 2.8 Job Security/Advancement
- 2.9 Management
- 3.0 Culture

Questions about Familia Dental

Do they drug test dental assistants for pre employment ?
11 people answered

Does the company train it's office managers well?
9 people answered

How are working hours
8 people answered

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Familia Dental Reviews by Job Title

- Dental Assistant (80)
- Receptionist (32)
- Office Manager (17)
- Call Center Representative (14)
- Community Relations Coordinator (10)

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Familia Dental Reviews by Location

- Schaumburg, IL
- Milwaukee, WI
- Espanola, NM
- Springfield, IL
- Abilene, TX

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We want to help you find great companies. Help us be the best!

Do these reviews help you learn more about working at Familia Dental?

5.0 Good

Community Relations Coordinator (Former Employee) – Clovis, NM – July 13, 2018

Loved working for Familia Dental. Loved my co-workers and my boss. Loved all the great things I learned while working with this company, and they had great pay!

Was this review helpful?

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5.0 familia dental

Billing and Collection Rep (Current Employee) – Schaumburg, IL – May 28, 2018

A day at familia dental friendly people great company. Checking outstanding dental claims. If you don't understand management is great no problems with helping

Was this review helpful?

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1.0 Life as a general dentist in this company

general dentist (Former Employee) – Wheeling, IL – May 26, 2018

Never approves vacation days. Always tried to steal money from me for work that I've done, or the missing bonuses that were promised. Dr's are all under pressure to produce, a bunch of unethical stuff going on, no way you can survive an insurance audit. No career advancement of course, and your pay actually goes down from year to year because corporate money got into this company. Your assistants gets turned over faster than I could take a dump, I'm always training clueless assistants. My back and neck is always hurting from seeing 20 pt a day that's reimbursing you at a hobo rate. Run away if you have any other options, have some dignity and don't enslave yourself to Familia.

Pros none

Cons underpaid, poor hours, no benefits, bad reimbursements, high turnover

Was this review helpful?

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5.0 Great experience

Dentist (Former Employee) – Abilene, TX – May 26, 2018

I was working there for 1.5 years. Great training to work in real dentistry world. General Dentistry with wide range of procedures. Organic skills development.

Was this review helpful?

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1.0 Shady Company Run by Crooks

Dentist (Former Employee) – Green Bay, WI – May 25, 2018

You have to audit them to make sure that you get paid the right amount. They seem to do some kind of black-box accounting where your pay is cut by roughly 10% consistently. When you're seeing 15-20 patients a day and billing hundreds of procedures, you really cannot keep track of your production.

You do get paid a lot, but it's probably not a lot considering the amount of dental work you do.

They try to not pay you as much as they can. They delay your bonus until you ask for it, and you have to email/call multiple people to get the bonus that's owed to you when you signed the contract. However, when you owe them money, they deduct that from your paycheck very quickly.

Corporate provides very little help to the local office. When you ask for anything, they just ignore you.

Call center is a mess. They tell patients all kinds of stuff, and patients come in demanding you to fulfill call center's promises. When you cannot, patients get mad at you.

Overall, it's just bad.

The only upside is that it pays a lot, but that's also because you do so much work.

Pros A lot of patients to work on, high production, resulting in high compensation

Cons No integrity, no respect

Was this review helpful? Yes 5 No

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2.0 Not enough chairs or headsets. Desks are just thick sheets of wood, extremely unstable. Wires are exposed under "desks" poorly set up

Incoming Call Center Agent (Current Employee) – Schaumburg, IL – April 26, 2018

You're practically not allowed to talk to your coworkers.

You're not allowed to park on the property you have to wait for a shuttle.

There is no way to walk to the parking lot, there is no cross walk, so realistically no safe way to get across the street without almost being hit by a speeding car.

You have to ask for permission to use the rest room, and you're timed.

Pros Bonus (if you qualify)

Cons No parking on premises, Permission to use the rest room is required, No socializing

Was this review helpful? Yes 7 No 2

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5.0 family orientated.

Dental Assistant (Former Employee) – 821 Layton , Blvd Milwaukee, WI 53215 – April 9, 2018

Amazing technical improvement for the communities With easy access. With a great quality on they products for the patient. With proper care of patient .

Pros families orientation

Cons advancement on dental education.

Was this review helpful? Yes No 1

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1.0 Unethical

Dental Assistant (Current Employee) – Decatur, IL – March 20, 2018

Treat patients like it's a factory get them in get them out
Overbook patients
No training
Improper dental cleanings in patients
Drs are very rough. I've never seen a dentist give anesthetic so badly. They just stuck the needle in, weren't gentle at all
Manager never said two words to me after I started
After I quit it took them over a month to pay me

Pros Benefits

Cons Horrible treatment on patients, no training, long hours

Was this review helpful? Yes 10 No 2

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3.0 Intern

Dental Assistant Externship (Former Employee) – Springfield, IL – March 19, 2018

Great place to learn and get experience the staff seem to be upset about the rate of pay. Most of the dentist are new and just there for experience. Over all I learned a lot in a fast pace environment

Cons older equipment

Was this review helpful? Yes No 1

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1.0 Do not recommend

DENTAL ASSISTANT (Former Employee) – Madison West, WI – March 8, 2018

I've worked many jobs, but never in my life have I worked for an office with such poor management. The manager was so disrespectful and would schedule you even if you requested off 1 month in advance per company policy. The doctors are just as unprofessional not to mention catty. Due to corporate, the office was constantly under stocked on supplies due to our budget. They care more about how many patients they see vs quality of care. Do yourself a favor and STEER CLEAR. Save yourself the embarrassment.

Pros hour lunch

Cons unprofessional, stressful

Was this review helpful? Yes 5 No 1

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4.0 Good place to work

Billing/Collections Specialist (Current Employee) – Schaumburg, IL – March 4, 2018

Great environment... great benefits... nice friendly people...very flexible...right by Woodfield mall in Schaumburg... off the highway for commute... no weekends...

Was this review helpful? Yes No 4

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1.0 Wouldn't wish it on my worst enemy

Dental assistant (Former Employee) – Janesville, WI – February 27, 2018

I wasted a year of my life working for this company. Management is a joke, might as well not even have one because everything is decided by upper management. The doctors are rude and entitled and never know what they're doing. Patients would always have to come back in and get fillings redone because of how poorly they were done in the first place. They really don't train you, they somewhat just throw you into it- oh, and if you've gone to school to be a dental assistant don't count on your education getting you paid more than someone who has no previous experience. Which brings me to another thing: THEY WILL LITERALLY HIRE ANYONE. They don't background check or even do physicals. If you work here don't count on getting 40 hours because if you get close to that, they'll change your work schedule. They do offer health insurance, however you need to be working more than 40 hours to have. Which doesn't happen.

The office is not clean, I never had any work done to my mouth knowing this. Instruments aren't properly sterilized sometimes, even after they've been covered in blood. There were also cockroaches in the office that we're ignored by management, the rooms are always dirty, X-ray films and holders do not get sterilized. Just rinsed off. Not an lgbt friendly place to work

- Pros** Coworkers, bonuses
- Cons** Everything else

Was this review helpful? Yes 7 No

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1.0 Terrible

Front Desk Attendant (Current Employee) – East Saint Louis, IL – February 25, 2018

This was by far the worst experience I've had as an employ ee and as a patient. The corporate office held us to unattainable expectations. The call center is completely pointless when they "tried to help people" which was not often they gave wrong info but most calls came to the office. The doctor's were often entitled and whiny. The office is entirely too busy. Pretty sure the unprofessional office manager was stealing money and making the front desk employees replace it. The office manager was unprofessional.

- Pros** The location was convenient.
- Cons** Management and corporate demands were questionable at best

Was this review helpful? Yes 2 No

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2.0 Horrible Company to work for!!!

Dental Assistant (Former Employee) – Kenosha, WI – February 21, 2018

I would not recommend anyone to work for Familia dental the staff meaning my co workers was the only reason I stayed so long with the company. Management is very unprofessional. No room for advancement and you need no training to work there. Pretty much they hire anyone.

- Pros** Loved my co- workers
- Cons** Management needs overdrive improvement

Was this review helpful? Yes 3 No

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2.0 Would of liked it...

Receptionist (Former Employee) – Espanola, NM – February 12, 2018

Look, this office probably would of been a great place to work expect for the fact that they allowed a vindictive, mean, overbearing person run the office. The environment was very hostile and intense. It was hard to focus on the work when you had a person who was suppose to be the manager, constantly putting you down. I couldn't figure out how to reach to higher help cause this mananger kept you in the dark and all the employees told me I would be wasting my time so the best option was to move on. I suggest they have an HR that pops in now and then to check on the employees. I had to quit just beause the manager would not stop putting me down in front of the whole office, and I was put down over the smallest things that didn't really have anything to do with the work. Too much for anyone to have to bear. Check on your people Familia Dental!

Pros Learned new skills, patients were nice

Cons Terrible management, unprofessional

Was this review helpful? Yes 2 No

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4.0 Great environment and team members

Enrollment Specialist (Former Employee) – Schaumburg, IL – February 1, 2018

Working at Familia Dental was an overall great experience and I wouldn't take that great learning experience back for the world! For me personally the distance and the pay is what made me look elsewhere for employment since my morning and evening drive would be 1hr+, it just wasn't convenient for me considering that I have a 3 month old. Other than that I'd say that Familia Dental is a great place to work at!

Pros Insurance, 401k, paid vacation, paid sick days.

Cons High pressured environment, can get stressful at times

Was this review helpful? Yes 3 No

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Familia Dental

4.8 ★ ★ ★ ★ ★ 403 reviews

Dental (<https://reviews.birdeye.com/d/dental/green-bay-wi/>) | Green Bay, WI 54302

Reviews (136)

Google Reviews (267)

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Dental ensures all of our providers participate in continuing education on a yearly basis to enhance their skills to better serve you, our patient.

Honesty

Honesty is the foundation of every relatio ...more>>

REVIEW SUMMARY



Google **4.8** 267 Reviews

BirdEye **4.8** 136 Reviews

WRITE A REVIEW ★ ★ ★ ★ ★



ALLEN L. on BirdEye (</familia-dental-150125958055253/review/1583645455100771763>)

★★★★★ 5 days ago

I loved my dentist he may sure I wasn't in pain..People there are very helpful and nice!



DARLENE M. on BirdEye (</familia-dental-150125958055253/review/158322029483249008>)

★★★★★ 5 days ago

Fast, friendly & courteous.



DARLENE M. on BirdEye (/familia-dental-150125958055253/review/158322031483249008)

★★★★★ 5 days ago

Fast, friendly & courteous.



IAN G. on BirdEye (/familia-dental-150125958055253/review/1577235234100361713)

★★★★★ a week ago

I had a long wait in the waiting area prior to my appointment. Scheduled for 1000 and didn't get back there until about 1030. Other than the wait, everyone was great. A tech brought me back, explained... more>>



PATRICIA M. on BirdEye (/familia-dental-150125958055253/review/156811331599862883)

★★★★★ a week ago

everyone is nice and professional the work was done in a timely manner for the price agreed on and they handled the insurance



RALPH H. on BirdEye (/familia-dental-150125958055253/review/156368945599613121)

★★★★★ a week ago

The doctor and assistants were very concerned and very caring in the care they gave. I very happy with their help.



ALYSHA W. on BirdEye (/familia-dental-150125958055253/review/154965365598779457)

★★★★★ 2 weeks ago

Very professional and well balanced bedside manners. Clean, cool, collected. :)



JOYCE O. on BirdEye (/familia-dental-150125958055253/review/153799807598099570)

★★★★★ 3 weeks ago

Patient and kind



KAREN K. on BirdEye (/familia-dental-150125958055253/review/153226242397766729)

★★★★★ 3 weeks ago

Compassionate doctor and staff. Thank you for making this experience manageable...

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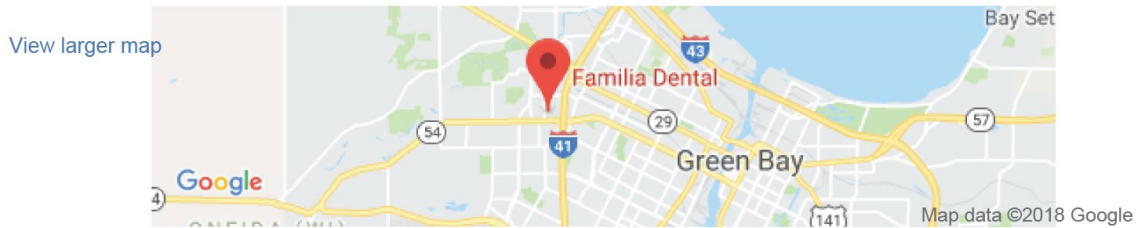
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Reviews (25)

Google Reviews (196)

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 Closed now 

 Google (<https://www.google.com/maps/place/Familia%2BDental%2C%2B2280%2BW%2BMason%2BSt%2...>)

 Twitter (<https://twitter.com/familiadental?lang=en>)

 LinkedIn (<https://www.linkedin.com/company/familia-dental>)

 Youtube (<https://www.youtube.com/channel/UCqojhsMiFC-8TQqOBoc2EaQ>)

ABOUT

Dental ensures all of our providers participate in continuing education on a yearly basis to enhance their skills to better serve you, our patient.

Honesty

Honesty is the foundation of every relation ...more>>

REVIEW SUMMARY



Google	4.7	196 Reviews
BirdEye	4.7	25 Reviews

WRITE A REVIEW ★ ★ ★ ★ ★



Dennis G. on BirdEye (</familia-dental-150125936775384/review/121089959574055639>)

★★★★★ 8 months ago

Very Professional!Highly recommended!Impressions turned out great.Deep cleaning was very good.Im telling everyone to go to Familia Dental.Great job!Keep up the good work.



WILLIAM R. on BirdEye (</familia-dental-150125936775384/review/109879431369788762>)

★★★★★ 8 months ago

Well, I liked what was done for me. I did not need a crown. We did some composite work on receding areas. We were told that you did crowns with Medicaid. This was not the case. Just for children? I dr... more>>



Elijah G. on BirdEye (/familia-dental-150125936775384/review/109688334569702698)

★★★★★ 8 months ago

Very pleased with the staff



DIANE B. on BirdEye (/familia-dental-150125936775384/review/109458187569598891)

★★★★★ 9 months ago

All my questions were answered, able to get an appointment quickly



KELLY B. on BirdEye (/familia-dental-150125936775384/review/108469901569208374)

★★★★★ 9 months ago

Not much... It was timely it was polite n kind it was great experience w assistant n dentist.



SARAH S. on BirdEye (/familia-dental-150125936775384/review/97220867564283713)

★★★★★ 10 months ago

Nothing! You did an amazing job!



DEBBIE L. on BirdEye (/familia-dental-150125936775384/review/91632457553479391)

★★★★★ 10 months ago

Everything went great.



Laura on BirdEye (/familia-dental-150125936775384/review/91025403560822563)

★★★★★ 10 months ago

Very Helpful



Gabrielle on BirdEye (/familia-dental-150125936775384/review/90857317560731749)

★★★★★ 10 months ago

I have been to Familia West Green Bay several times over the past month for myself and my children. I have been extremely impressed each and every time. Scheduling is so easy and I was able to get in ...
more>>

BirdEye for businesses

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(<https://www.linkedin.com/company/birdeye>)

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(<https://www.youtube.com/channel/UC5GVt-szboTnj2DKO6PKW5w>)

(https://www.glassdoor.com/Overview/Working-at-BirdEye-EI_IE1070998.11,18.htm)

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📍 706 S. Gammon Rd, Madison, WI 53719

☎

🌐 <https://www.familiadental.com/find-a-location/wisconsin/> ([https://www.familiadental.com/find-a-location/...](https://www.familiadental.com/find-a-location/))

📍 Accessories (<https://reviews.birdeye.com/d/accessories/madison-wi/>)

🕒 Closed now ▾

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🐦 Twitter (<https://twitter.com/familiadental?lang=en>)

🌐 LinkedIn (<https://www.linkedin.com/company/familia-dental>)

📺 Youtube (<https://www.youtube.com/channel/UCqojhsMiFC-8TQqOBoc2EaQ>)

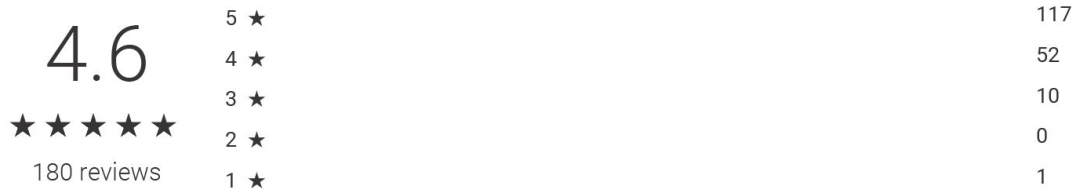
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Honesty

Honesty is the foundation of every relation ...more>>

REVIEW SUMMARY ON GOOGLE



WRITE A REVIEW ★ ★ ★ ★ ★



Kristie Chesebro

on Google (https://www.google.com/maps/place/Familia+Dental/data=!4m2!3m1!1s0x8807ae5059669a73:0x2a227dc241d7a181?cid=3036127372082913665&place_id=ChIJc5pmWVCuB4gRgaHXQcJ9lio)

★★★★★ 3 weeks ago

I was just commenting to a friend that I would highly recommend this place to everyone. The staff is very nice and I had the most pain free and quick service this morning. The best my smile has looked... more>>



haali touray

on Google (https://www.google.com/maps/place/Familia+Dental/data=!4m2!3m1!1s0x8807ae5059669a73:0x2a227dc241d7a181?cid=3036127372082913665&place_id=ChIJc5pmWVCuB4gRgaHXQcJ9lio)

★★★★★ 2 weeks ago

Very very poor place. I gave a 1 star because I didn't have lower option. If you are disable, don't try coming here. You will have no access. Wheelchairs are not catered for. The staff just look at yo... more>>



Samareh S

on Google (https://www.google.com/maps/place/Familia+Dental/data=!4m2!3m1!1s0x8807ae5059669a73:0x2a227dc241d7a181?cid=3036127372082913665&place_id=ChIJc5pmWVCuB4gRgaHXQcJ9lio)

★★★★★ 3 weeks ago

This place is not one I would recommend to anyone. The demeanor of the front desk individuals was far from professional; I felt like I was witnessing a scene from a high school cafeteria.

There was ... more>>



Tom D

on Google (https://www.google.com/maps/place/Familia+Dental/data=!4m2!3m1!1s0x8807ae5059669a73:0x2a227dc241d7a181?cid=3036127372082913665&place_id=ChIJc5pmWVCuB4gRgaHXQcJ9lio)

★★★★★ a month ago

What a great experience at a place I didn't think I would. The manager there, I think his name is Cameron, came into the op when I was waiting to make sure everything was all good. He went out of hi... more>>



Megan

on Google (https://www.google.com/maps/place/Familia+Dental/data=!4m2!3m1!1s0x8807ae5059669a73:0x2a227dc241d7a181?cid=3036127372082913665&place_id=ChIJc5pmWVCuB4gRgaHXQcJ9lio)

★★★★★ 2 days ago

My daughter and I had a great experience at he Madison west location! They really knew how to make a four year old feel comfortable at the dentist. We will be back in 6 months!

View all Google reviews (<https://www.google.com/maps/place/Familia+Dental/data=!3m1!4b1!4m7!3m6!1s0x8807ae5059669a73:0x2a227dc241d7a181!8m2!3d41.909211!4d-87.801696!9m1!1b1>)

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
Independent Sales Agent

Symmetry Financial Group - Duluth, MN
- 


Produce Clerk

Times Supermarket - Kamehameha Heights, HI
- 

Med Tech - Atria Bay Spring Village

Atria Senior Living - Barrington, RI
- 

Route Sales Representative

Clean Uniform - Tulsa, OK
- 

Senior Underwriter

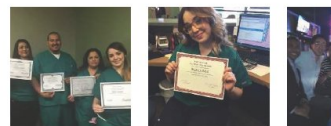
Nautilus Insurance Group - Scottsdale, AZ

Company Updates

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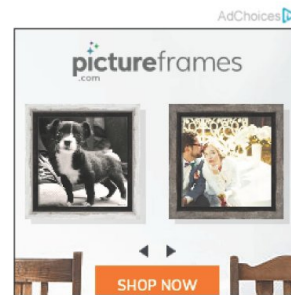
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257 Reviews

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Familia Dental

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- 44 Salaries
- 14 Interviews
- 15 Benefits**
- 15 Photos

Familia Dental Benefits

All Employees

Location: US

2.8

8 Ratings

Employee Benefit Reviews

Most Commented

Mar 25, 2015

Current Manager in Decatur, Illinois

I have great Health Insurance as well as Vision Insurance. We are offered substantial discounts on dental services in our offices. I received 2 weeks of paid vacation as well as 3 personal days.

Helpful

Jan 12, 2018

Former Office Manager in Moline, Illinois

The "benefits" promised never came to fruition. Very shady company.

Helpful



[Want the scoop on working at CarMax? Glassdoor Company Spotlight](#)

See what our employees have to say. [Learn More](#)



Mar 10, 2017

Former Office Manager in Fort Wayne, Indiana

Only offer health, no life or additional benefits

Helpful

Oct 22, 2015

Current Dental Assistnat in Wheeling, Illinois

I am part tie so I am not aware of the full time benefits that are offered besides an employee discount at their dental services offered.

Helpful

Aug 07, 2015

Former Customer service in Schaumburg, Illinois

Health Insurance including vision and you do get a 40% discount on dental , no 401 K

Helpful

Apr 21, 2015

Former Employee in Schaumburg, Illinois

Familia Dental does not have a benefits package.

Helpful

Jan 13, 2015

Current Employee in Schaumburg, Illinois

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Produce Clerk
Times Supermarket - Kamehameha Heights, HI



Med Tech - Atria Bay Spring Village
Atria Senior Living - Barrington, RI



Route Sales Representative
Clean Uniform - Fort Smith, AR



Senior Underwriter
Nautilus Insurance Group - Scottsdale, AZ



Company Updates



Familia Dental
933 days ago

Familia Dental opened its' 31st office in December 2015. Our River Glen location is the second office in the Milwaukee area.



Lik

See All

have medical, life, paid sick and vacation, paid holidays. Adding 401K would be great



Helpful

Familia Dental Photos

+ Add Photo

Dec 11, 2014

Current Employee in Schaumburg, Illinois

Glassdoor is your resource for information about Familia Dental benefits and perks. Learn about Familia Dental, including insurance benefits, retirement benefits, and vacation policy. Benefits information above is provided anonymously by current and former Familia Dental employees, and benefit plans are being updated, and now include group medical and vision as well as paid time off for vacation, sick days, and holidays. may include a summary provided by the employer.

Helpful

See All Photos

Benefits Summary

List based on reports from current and former employees. It may not be complete.

Legend: Employer Verified No Data

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- [Vacation & Paid Time Off \(5\)](#)
- Sick Days
- Paid Holidays
- Volunteer Time Off
- Sabbatical
- Bereavement Leave

Perks & Discounts

- [Employee Discount \(4\)](#)
- Free Lunch or Snacks
- [Employee Assistance Program \(1\)](#)
- Gym Membership
- Commuter Checks & Assistance
- Pet Friendly Workplace
- Mobile Phone Discount
- Company Car
- [Company Social Events \(0\)](#)
- Travel Concierge
- Legal Assistance

Professional Support

- Diversity Program
- [Job Training \(0\)](#)
- Professional Development
- Apprenticeship Program
- Tuition Assistance

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282 employees on LinkedIn

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About us

Familia Dental is one of the fastest growing dental groups in the US. Familia Dental is a leader in the dental industry with offices throughout Illinois, Indiana, New Mexico Texas, Wisconsin and Iowa. The success of Familia Development & Management spans in over 43 locations across multiple states and employing over 700 people. Our success enables us to continually expand each year giving you a stable company to work for.

Company details

Website

<http://www.familiadental.com/in-our-clinics>

Year founded

2008

See more >

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Messaging



EXHIBIT

2

1. Exceptional Dentist, Snehal D. Pingle, DMD, MPH, will be Noted in The Leading Physicians of the World

PR NewsChannel (Blog) November 30, 2017 Word Count: 351

...more than two years and is currently serving patients within **Familia Dental** in Milwaukee, Wisconsin. Dr. Pingle's acclaimed career in dentistry began...

(PR NewsChannel) / November 30, 2017 / Milwaukee, Wisconsin

2. BRIEF: Williams Elementary to host first Community Engagement Day on Saturday

Post-Tribune, The (Merrillville, IN) October 06, 2017 Word Count: 111

...from 10 a.m. to 3 p.m. Organizations including Caring Corner, **Familia Dental**, State Farm, NIPSCO, Project ReBuild Truancy Court and Capital City...

Oct. 06--Williams Elementary in Gary will host its first Community Engagement Day on Saturday. The event will start with a one-mile run around the school at 9 a.m., said school social worker Maxine Patton-Weaver. Community events continue from 10 a

3. BRIEF: Free event to inform residents of social service options

Herald & Review (Decatur, IL) September 11, 2017 Word Count: 173

...the University of Illinois Extension office, said services will include **Familia Dental**, the Decatur Public School District truancy and outreach coordinator, Dove...

Sept. 11--DECATUR -- About 25 different social service agencies will be available for a free Community Assistance Resource Education, or CARE Fair, from 3 to 5 p.m. Wednesday at the Salvation Army community center, 229 W. Main St. Sara Van Rheeden,

4. Illinois company opens second dental clinic in Madison targeting Medicaid patients

University Wire September 05, 2017 11:03 AM Word Count: 689

...Cardinal, provided by UWIRE, a division of Uloop via Cortext) -- **Familia Dental**, which last year opened a clinic on Madison's East Side...

Familia Dental, which last year opened a clinic on Madison's East Side that mostly treats Medicaid patients, will open another clinic Tuesday on the West Side. The new clinic, on Gammon Road near Watts Road, will be Familia's 10th in Wisconsin. The

5. FREE HAIRCUTS AND BACKPACKS OFFERED AGAIN AT GARY BACK-TO-SCHOOL JAMBOREE

States News Service August 28, 2017 12:00 AM Word Count: 476

...Geminus Corporation; Fresh County Market; King Milan Barber Shop; **Familia Dental**; Centier Bank; MetroPCS; the Indiana Commission on the Social Status...

INDIANAPOLIS, IN The following information was released by the Indiana House of Representatives, Democratic Caucus:

6. OPPORTUNITIES AVAILABLE FOR VENDORS AND VOLUNTEERS AT GARY BACK-TO-SCHOOL JAMBOREE ON SAT., SEPT. 9

States News Service August 24, 2017 12:00 AM Word Count: 526

...Geminus Corporation; Fresh County Market; King Milan Barber Shop; **Familia Dental**; Centier Bank; MetroPCS; the Indiana Commission on the Social Status...

INDIANAPOLIS, INThe following information was released by the Indiana House of Representatives, Democratic Caucus:

7. 2017 GARY BACK-TO-SCHOOL JAMBOREE SET FOR SAT., SEPT. 9

States News Service August 08, 2017 12:00 AM Word Count: 472

...Geminus Corporation; Fresh County Market; King Milan Barber Shop; **Familia Dental**; Centier Bank; MetroPCS; the Indiana Commission on the Social Status...

INDIANAPOLIS, INThe following information was released by the Indiana House of Representatives, Democratic Caucus:

8. Reactivan construcción de clínica del Isssteleón

El Norte (Mexico) June 28, 2017 Word Count: 253

...que concentrará varios servicios en un solo lugar como medicina **familiar, dental** y las especialidades; ginecología, psicología, pediatría, imagenología, neurología, cardiología, oncología...

El Gobierno del Estado reinició ayer la construcción de la clínica del Isssteleón, cuyos trabajos se suspendieron por más de 5 años. Para terminar la obra, que se prevé atiende a 48 mil derechohabientes, se invirtieron 100 millones de pesos, de los

9. Mayor: Time to brag about Green BayCity pride vital to beating 1% growth population projection

Green Bay Press-Gazette (Green Bay, WI) April 13, 2017 Word Count: 1235

...east side include the new North Shore Bank and La **Familia Dental**, as well as the opening of the "much-anticipated" \$15...

GREEN BAY - Bragging up all the city has to offer may be just what Green Bay needs to beat population growth projections of just 1 percent, Mayor Jim Schmitt said Wednesday. That was the theme of his 14th annual State of the City Address, given

10. Registration now open for Hanover Township's 4th Annual 5k

Courier News (Elgin, IL) March 14, 2017 Word Count: 449

...been raised. The dental offices participating in the program include **Familia Dental** in Elgin, Barrington Road Dental Care in Streamwood, and Georgetown...

Hanover Township's fourth annual "Sprint 2 Spring" 5K run/walk will be held on Saturday, May 6 at the Hanover Township Izaak Walton Center in Elgin. The race aims to promote health and wellness within the community, but will also raise funds for

11. Smartboard, March 5, 2017

Santa Fe New Mexican (NM) March 06, 2017 Word Count: 459

...for five days. Both KSFR's radio station and the La **Familia Dental** Center on the campus of the community college will remain...

New school board members sworn in TuesdaySanta Fe Public Schools holds its next public board meeting at 5:30 p.m. Tuesday, March 7, at the Educational Services Center, 610 Alta Vista St. New board member Kate Noble and returning board member

12. The 7 best jobs of 2017

Hannibal Courier-Post, The (Hannibal, MO) February 04, 2017 Word Count: 480

...\$152,700 Unemployment rate: 0.1 percent Companies hiring: Dental Dreams, **Familia Dental**, Apex Dental Cities hiring: Chicago, New York, Minneapolis, Salt Lake...

NewsRoom

11/30/17 PR NewsChannel (Blog) (Pg. Unavail. Online)
2017 WLNR 37178859

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November 30, 2017

Exceptional Dentist, Snehal D. Pingle, DMD, MPH, will be Noted in The Leading Physicians of the World

Adam Farragut

Nov 30, 2017

(PR NewsChannel) / November 30, 2017 / Milwaukee, Wisconsin

The International Association of HealthCare Professionals is pleased to welcome Dr. Snehal D. Pingle, DMD, MPH, to their prestigious organization with her upcoming publication in The Leading Physicians of the World. Dr. Snehal D. Pingle is a highly trained and qualified Dentist with an extensive expertise in all facets of her work. She has been in practice for more than two years and is currently serving patients within **Familia Dental** in Milwaukee, Wisconsin.

Dr. Pingle's acclaimed career in dentistry began in 2015, when she graduated with her Doctor of Dental Medicine Degree and Master of Public Health Degree from Boston University Henry M. Goldman School of Dental Medicine in Massachusetts. In 2007, she obtained her Master's Degree in Epidemiology from the University of North Texas Health Science Center at Fort Worth.

To stay current with the latest advances in her field, Dr. Pingle remains a distinguished member of the American Dental Association and the Greater Milwaukee Dental Association. She has dedicated her life to providing the highest standard of quality and compassionate care to her patients, and is noted for her expertise in both general and cosmetic dentistry. She says that her success has come because she strives for excellence in everything she does, and when she is not working Dr. Pingle enjoys hiking, yoga and cooking.

Learn more about Dr. Pingle here:

<https://www.familiadental.com/> and be sure to read her upcoming publication in The Leading Physicians of the World.

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Industry: (Dentistry (1DE32); Healthcare (1HE06); Healthcare Practice Specialties (1HE49); Healthcare Service Providers (1HE78); Healthcare Services (1HE13); Hospital Administration (1HO60); Hospitals (1HO39))

Region: (Americas (1AM92); Massachusetts (1MA15); North America (1NO39); Texas (1TE14); U.S. Midwest Region (1MI19); U.S. New England Region (1NE37); U.S. Southwest Region (1SO89); USA (1US73); Wisconsin (1WI54))

Language: EN

Other Indexing: (Snehal Pingle)

Keywords: (Medical); (U.S. News); (Health); (New York News); (IAHCP)Keywords:

Word Count: 351

End of Document

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10/6/17 Post-Trib. (Merrillville, Ind.) (Pg. Unavail. Online)
2017 WLNR 30701341

Post-Tribune, The (Merrillville, IN)
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October 6, 2017

BRIEF: Williams Elementary to host first Community Engagement Day on Saturday

Meredith Colias; Post-Tribune, Merrillville, Ind.

Oct. 06--Williams Elementary in Gary will host its first Community Engagement Day on Saturday.

The event will start with a one-mile run around the school at 9 a.m., said school social worker Maxine Patton-Weaver. Community events continue from 10 a.m. to 3 p.m.

Organizations including Caring Corner, **Familia Dental**, State Farm, NIPSCO, Project ReBuild Truancy Court and Capital City Family Services will be have information booths.

The event is open to school parents and the public, she said. Politicians including Gary Mayor Karen Freeman-Wilson, U.S. Rep. Pete Visclosky and state Sen. Eddie Melton are expected to attend.

The school is located at 1320 E. 19th Ave. in Gary.

---- Index References ----

Company: STATE FARM MUTUAL AUTOMOBILE INSURANCE CO

News Subject: (Education (1ED85))

Industry: (Dentistry (1DE32); Healthcare (1HE06); Healthcare Practice Specialties (1HE49))

Language: EN

Other Indexing: (Pete Visclosky; Eddie Melton; Karen Freeman-Wilson; Maxine Patton-Weaver)

Word Count: 111

End of Document

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9/11/17 Herald & Rev. (Decatur, Ill.) (Pg. Unavail. Online)
2017 WLNR 28018337

Herald & Review (Decatur, IL)
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September 11, 2017

BRIEF: Free event to inform residents of social service options

Claire Hettinger; Herald & Review, Decatur, Ill.

Sept. 11--DECATUR -- About 25 different social service agencies will be available for a free Community Assistance Resource Education, or CARE Fair, from 3 to 5 p.m. Wednesday at the Salvation Army community center, 229 W. Main St.

Sara Van Rheeden, who coordinated the event with the University of Illinois Extension office, said services will include **Familia Dental**, the Decatur Public School District truancy and outreach coordinator, Dove, Inc., the New Life Pregnancy Center, Planned Parenthood and more.

"We are hoping that the people who would need the services of the agencies the most will be able to make it," Van Rheeden said.

The event is a good way to learn about a variety of organizations in one place, Van Rheeden said. She said people who plan to attend should bring a bag to store freebies and an open mind.

"Come with the idea that Decatur is a place where people are willing to help them and these are the people who are willing to offer that help," Van Rheeden said.

chettinger@herald-review.com |(217) 421-6985

--- Index References ---

Company: PLANNED PARENTHOOD; PLANNED PARENTHOOD ASSOCIATION OF CAMERON AND WILLACY COUNTIES INC; PLANNED PARENTHOOD ASSOCIATION OF UTAH; PLANNED PARENTHOOD LOS ANGELES; PLANNED PARENTHOOD OF GREATER ORLANDO INC; PLANNED PARENTHOOD OF NEW MEXICO INC; PLANNED PARENTHOOD OF THE HEARTLAND INC; PLANNED PARENTHOOD PASADENA AND SAN GABRIEL VALLEY INC; VIRGINIA LEAGUE FOR PLANNED PARENTHOOD INC (THE)

News Subject: (Health & Family (IHE30); Health & Wellness (IHE60))

Industry: (Contraception (ICO66); Dentistry (IDE32); Healthcare (IHE06); Healthcare Practice Specialties (IHE49); Women's Health (IWO30))

BRIEF: Free event to inform residents of social service options, 2017 WLNR 28018337

Region: (Americas (1AM92); Illinois (1IL01); North America (1NO39); U.S. Midwest Region (1MI19); USA (1US73))

Language: EN

Other Indexing: (Dove Inc.; Planned Parenthood) (Van Rheeden; Main St.Sara Van Rheeden)

Word Count: 173

End of Document

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9/5/17 University Wire 11:03:36

University Wire

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September 5, 2017

Illinois company opens second dental clinic in Madison targeting Medicaid patients

University of Wisconsin - Madison, Madison, WI September 05, 2017 (The Daily Cardinal, provided by UWIRE, a division of Uloop via Comtex) --

Familia Dental, which last year opened a clinic on Madison's East Side that mostly treats Medicaid patients, will open another clinic Tuesday on the West Side.

The new clinic, on Gammon Road near Watts Road, will be Familia's 10th in Wisconsin. The for-profit company, based in Schaumburg, Illinois, has 42 clinics in six states.

Many dentists avoid seeing Medicaid patients, saying Medicaid reimbursements are too low. That makes it hard for many people in the program, also known as BadgerCare in Wisconsin, to find dental care.

Familia says its centralized business model, which includes a single call center for patients and a streamlined billing system, allows it to successfully treat mostly Medicaid patients. The company also accepts private insurance and sees patients without insurance who can pay out of pocket.

Familia is opening a second clinic in Madison because "the need is there," said Kayvan Azar, a co-founder of the company. "It is one of the most underserved areas in Wisconsin as far as dental coverage for people with low-income, Medicaid."

The opening of Familia's new clinic comes as More Smiles Wisconsin, a nonprofit formerly known as the Madison Dental Initiative, plans to open a second clinic in January at the Boys & Girls Club of Dane County's Allied Family Center in Fitchburg.

More Smiles, which sees patients on Medicaid and without insurance, is considering a third clinic on Madison's North Side, said Jeff Okazaki, executive director. Its first clinic, at the Salvation Army on East Washington Avenue, opened in 2009.

"There is definitely a significant need within our community," Okazaki said. "It really is so significant that it's not something any one organization can take care of."

Only about 43 percent of Dane County's nearly 50,000 people on Medicaid saw a dentist in 2014, according to a report last year by Public Health Madison and Dane County.

The next year, in 2015, there were 2,093 visits for dental pain to emergency rooms at SSM Health St. Mary's, UnityPoint Health-Meriter and UW Health, at a cost of \$2.5 million, according to another health department report this year.

"You have people falling through the cracks and ending up in ERs," said Dr. David Gundersen, president of the Oral Health Coalition of Dane County. "We're just not getting far enough upstream."

Gundersen, a dentist at First Choice Dental in Fitchburg, said he doesn't take Medicaid patients because the rates are too low. He and other First Choice dentists provide some free dental care, however, through programs for the underserved.

Gundersen said the state needs to increase Medicaid payments for dental care, dentists need to take Medicaid patients if rates go up and more financial assistance should be available to help low-income people afford private dental insurance.

In the meantime, providers such as Familia and More Smiles are helping to address the problem, he said. Access Community Health Centers, a federally qualified health center based in Madison, has also expanded its dental services in recent years.

Familia, started in 2008, has clinics in Illinois, Indiana, Iowa, New Mexico and Texas. In Wisconsin, its clinics are in Green Bay, Janesville, Kenosha, Madison, Milwaukee and Racine.

About 60 percent of Familia's patients are on Medicaid, about 20 percent have private insurance and about 20 percent are uninsured, Azar said.

The clinics offer cleanings, fillings, root canals, dentures and other general dental care, said Brendan Gibney, Familia's head of corporate development. Many of the clinics also provide orthodontics, though those in Madison do not.

Dentists, instead of dental hygienists, perform the teeth cleanings at most of the clinics, Azar said.

It's not cost-effective to keep hygienists on staff because some patients don't show up for cleanings, he said.

Familia opened its first Wisconsin clinic in Milwaukee in 2015. Its East Side Madison clinic, on East Washington Avenue, opened last September.

Azar said the company plans to expand into more states.

http://host.madison.com/wsaj/news/local/health-med-fit/illinois-company-opens-second-dental-clinic-in-madison-targeting-medicaid/article_ce727df1-53cb-5443-a4f8-7fc246f3d3fb.html

---- Index References ----

Company: AMEREN ILLINOIS CO; FIRST CHOICE PRODUCTS INC; PRODUCTOS FAMILIA SA; UNITYPOINT HEALTH

News Subject: (U.S. Medicare & Medicaid (IME80))

Industry: (Dentistry (IDE32); Financial Services (IFI37); Health Insurance (IHE18); Healthcare (IHE06); Healthcare Practice Specialties (IHE49); Insurance (IIN97))

Region: (Americas (IAM92); Illinois (IIL01); North America (INO39); U.S. Midwest Region (IMI19); USA (IUS73); Wisconsin (IWI54))

Language: EN

Other Indexing: (More Smiles) (Brendan Gibney; Jeff Okazaki; Kayvan Azar; David Gundersen)

Keywords: (army); (billing); (business); (clinic); (community); (corporate); (dental); (emergency); (executive); (family); (health); (illinois); (indiana); (insurance); (iowa); (new+mexico); (nonprofit); (president); (rates); (texas); (washington); (wisconsin)Keywords:

Word Count: 689

End of Document

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8/28/17 States News Serv. 00:00:00

States News Service
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August 28, 2017

FREE HAIRCUTS AND BACKPACKS OFFERED AGAIN AT GARY BACK-TO-SCHOOL JAMBOREE

INDIANAPOLIS, IN

The following information was released by the Indiana House of Representatives, Democratic Caucus:

Vernon G. Smith

State Rep. Vernon G. Smith (D-Gary) said King Milan Barber Shop will offer free haircuts and that the first 300 students will receive a free backpack at the Back-to-School Jamboree on Saturday, Sept. 9 on the Indiana University Northwest Campus. The Jamboree will be from 8:30 a.m.-4 p.m.

"The free haircuts by King Milan Barber Shop have become an extremely popular attraction at the Back-to-School Jamboree and we are honored to have King Milan join us again this year," said Dr. Smith. "The free backpacks are also something the students look forward to receiving. The first 300 students, who come to the Jamboree, will receive one, so plan on arriving early to get a free backpack.

"There are also numerous activities for children and youth of all ages," added Dr. Smith. "It is a great way to start the new school year ¹/₂ looking sharp with a fresh haircut, a backpack with supplies, and a lot of good memories from the fun the students and their families will have. Best of all, the Jamboree is free for all families to attend."

The three-on-three basketball tournament competition will be 8:30 a.m.-4 p.m. in Savannah Hall Gymnasium. Teams should register early to ensure they have a position and to save money on the registration fee. Early registration is still only \$30 for each team. However, on-sight registration will be \$45 per team. Application forms can be obtained by visiting the Beautiful Things store at 3570 Village Court in Gary or by calling Dr. Smith at 317-887-2046.

The Jamboree's annual film festival is scheduled from 10 a.m.-4 p.m. inside Savannah Hall Auditorium. A DJ will provide music for dancing from noon-4 p.m. In addition, there will be a Double Dutch Jump Rope Competition, a video game tournament and a dance contest.

For the younger children, finger painting, a drawing contest and face painting will be offered.

Area agencies will have exhibit booths to distribute literature about what those organizations have to offer students and their families. Various businesses will also display their products and have those items for sale.

Booth rental for youth service agencies is \$35 and the cost for businesses selling products is \$45. Hot dogs, Polish sausages and soft drinks are products not allowed to be sold by vendors. Those interested in booths should call Dr. Smith at 219-887-2046.

The Jamboree is sponsored by Dr. Smith; the African-American Achievers Youth Corps, Inc.; the I.U. Dons, Inc.; Indiana University Northwest; Haywood and Flemings Associates Insurance Agency; the Gary Crusader; the 411 News; Geminus Corporation; Fresh County Market; King Milan Barber Shop; **Familia Dental**; Centier Bank; MetroPCS; the Indiana Commission on the Social Status of Black Males; and the Indiana Civil Rights Commission.

---- **Index References** ----

Company: CENTIER BANK; T MOBILE US INC

News Subject: (Education (1ED85))

Industry: (Consumer Products & Services (1CO62); Cosmetics & Fragrances (1CO83); Dance (1DA68); Entertainment (1EN08); Film Festivals (1FI62); Hair Care (1HA77); Motion Pictures (1MO51); Personal Care & Beauty Aids (1PE87))

Region: (Americas (1AM92); Indiana (1IN12); North America (1NO39); U.S. Midwest Region (1MI19); USA (1US73))

Language: EN

Other Indexing: (Geminus Corporation; Youth Corps, Inc.) (Democratic Caucus; Vernon Smith)

Word Count: 476

NewsRoom

8/24/17 States News Serv. 00:00:00

States News Service
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August 24, 2017

OPPORTUNITIES AVAILABLE FOR VENDORS AND VOLUNTEERS AT GARY BACK-TO-SCHOOL JAMBOREE ON SAT., SEPT. 9

INDIANAPOLIS, IN

The following information was released by the Indiana House of Representatives, Democratic Caucus:

State Rep. Vernon G. Smith (D-Gary) said there are still opportunities available for vendors to rent booth space at the Gary Back-to-School Jamboree on Saturday, Sept. 9, on the Indiana University Northwest (IU Northwest) Campus.

The free event will be from 8:30 a.m.-4 p.m.

"There are numerous families from throughout the area who attend the Back-to-School Jamboree," said Dr. Smith.

"This is a great and unique opportunity for businesses and agencies to showcase their products and services to those students and their parents. Due to the popularity of the booth space, I would recommend reserving a location as soon as possible in order to secure the best, available site."

Booth rental for youth service agencies is \$35 and the cost for businesses selling products is \$45. Hot dogs, Polish sausages and soft drinks are products not allowed to be sold by vendors. More information may be obtained by calling Dr. Smith at 219-887-2046.

Dr. Smith said additional volunteers are also needed.

"The Back-to-School Jamboree is truly a fun event," said Dr. Smith.

"The volunteers find that they enjoy the day almost as much as the students. There are so many events, like the Double Dutch Jump-Rope Competition, face painting, finger painting, the film festival, and much more. We can utilize the skills and interests of everyone who volunteers. I sincerely appreciate our volunteers and their commitment to the students and education."

Dr. Smith urges people to join him to volunteer a few hours for the Back-to-School Jamboree. They may call him at 219-887-2046 to schedule a time.

Many events are on the agenda, including the popular Back-to-School 3-on-3 Basketball Tournament. It is scheduled from 8:30 a.m.-4 p.m. The early registration fee is still only \$30, but on-site registration will be \$45. Early registration

OPPORTUNITIES AVAILABLE FOR VENDORS AND VOLUNTEERS AT GARY...

application forms can be picked up at the Beautiful Things store, 3570 Village Court, Gary or one may call Dr. Smith at 219-887-2046.

Trophies will be awarded to the winners in the various 3-on-3 divisions, based on age and gender. Each participating player will receive a free t-shirt and lunch. The games will be held inside the IU Northwest Savannah Hall Gymnasium. Spectators are admitted free to the games.

The Jamboree will feature its annual film festival, scheduled from 10 a.m.-4 p.m. In addition, a DJ will provide music for dancing from noon-4 p.m.

Numerous other Back-to-School Jamboree events will be held as well, including a dance contest, the Double Dutch Jump-Rope Competition and a video game tournament.

There will be finger painting, a drawing contest and face painting for the younger children and their siblings.

The Jamboree is sponsored by Dr. Smith; the African-American Achievers Youth Corps, Inc.; the I.U. Dons, Inc.; Indiana University Northwest; Haywood and Flemings Associates Insurance Agency; the Gary Crusader; the 411 News; Geminus Corporation; Fresh County Market; King Milan Barber Shop; **Familia Dental**; Centier Bank; MetroPCS; the Indiana Commission on the Social Status of Black Males; and the Indiana Civil Rights Commission.

---- Index References ----

Company: CENTIER BANK; T MOBILE US INC

News Subject: (Children (ICH89); Education (IED85); Health & Family (IHE30); Parents & Parenting (IPA25))

Industry: (Dance (IDA68); Entertainment (IEN08); Film Festivals (IFI62); Motion Pictures (IMO51))

Region: (Americas (IAM92); Indiana (IIN12); North America (INO39); U.S. Midwest Region (IMI19); USA (IUS73))

Language: EN

Other Indexing: (Geminus Corporation; Youth Corps, Inc.) (Democratic Caucus; Vernon Smith)

Word Count: 526

End of Document

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EXHIBIT 3

United States of America

United States Patent and Trademark Office

GOLD COAST FAMILY DENTAL

Reg. No. 4,658,397

Registered Dec. 23, 2014

Int. Cl.: 44

SERVICE MARK

PRINCIPAL REGISTER

GOLD COAST FAMILY DENTAL, PLLC (NEW YORK LIMITED LIABILITY COMPANY)
2 COW NECK ROAD
PORT WASHINGTON, NY 11050

FOR: DENTAL SERVICES, NAMELY, DENTAL CARE, DENTAL IMPLANT SERVICES, ENDODONTIC DENTAL CARE, COSMETIC DENTISTRY, FAMILY DENTAL CARE, PEDI-ATRIC DENTAL CARE, EMERGENCY DENTAL CARE AND RESTORATIVE AND COSMETIC DENTAL PROCEDURES, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 6-21-2006; IN COMMERCE 6-21-2006.

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

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DENTAL", APART FROM THE MARK AS SHOWN.

SEC. 2(F).

SER. NO. 86-044,784, FILED 8-22-2013.

ALLISON HOLTZ, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office



Reg. No. 4,240,926

Registered Nov. 13, 2012

Int. Cl.: 44

SERVICE MARK

PRINCIPAL REGISTER

ALFONSO SALCINES (UNITED STATES INDIVIDUAL)
16300 S.W. 137 AVENUE, #121
MIAMI, FL 33177

FOR: DENTIST SERVICES, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 1-2-2012; IN COMMERCE 1-2-2012.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FAMILY DENTAL CENTERS", APART FROM THE MARK AS SHOWN.

THE COLOR(S) CYAN, GREEN, BLUE, WHITE AND GRAY IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORD "FAMILY" IN CYAN TO THE LEFT OF THE YOUR GEOMETRIC FIGURES DEPICTING A FAMILY IN CYAN, GREEN AND BLUE WITH A PLUS SIGN IN THE MIDDLE OF THE FAMILY IN WHITE. THIS PORTION OF THE MARK IS UNDERLINED IN CYAN AND ABOVE THE WORDING "DENTAL CENTERS" IN GRAY.

SER. NO. 85-530,582, FILED 2-1-2012.

WILLIAM P. SHANAHAN, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Int. Cl.: 44

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,801,606

Registered Dec. 30, 2003

**SERVICE MARK
SUPPLEMENTAL REGISTER**

WEST COAST DENTAL

WEST COAST DENTAL (PARTNERSHIP)
12121 WILSHIRE BLVD
SUITE 1111
LOS ANGELES, CA 90025

FIRST USE 7-1-1998; IN COMMERCE 7-1-1998.

SER. NO. 76-496,954, FILED P.R. 3-13-2003; AM. S.R.
9-29-2003.

FOR: DENTAL SERVICES, NAMELY, DENTIST
SERVICES, IN CLASS 44 (U.S. CLS. 100 AND 101).

GEORGE LORENZO, EXAMINING ATTORNEY