

## Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	77679685
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 101
<b>MARK SECTION (no change)</b>	
<b>OWNER SECTION (no change)</b>	
<b>LEGAL ENTITY SECTION (no change)</b>	
<b>EVIDENCE SECTION</b>	
<b>EVIDENCE FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<u>evi 8173470-082400937 . Response to Final Office Action.pdf</u>
<b>CONVERTED PDF FILE(S)</b> (8 pages)	<u>\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RF0002.JPG</u>
	<u>\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RF0003.JPG</u>
	<u>\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RF0004.JPG</u>
	<u>\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RF0005.JPG</u>
	<u>\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RF0006.JPG</u>
	<u>\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RF0007.JPG</u>
	<u>\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RF0008.JPG</u>
	<u>\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RF0009.JPG</u>
<b>ORIGINAL PDF FILE</b>	<u>evi 8173470-082400937 . EXHIBIT A - BrightBill Mailing June 08.pdf</u>
<b>CONVERTED PDF FILE(S)</b> (3 pages)	<u>\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RF0010.JPG</u>
	<u>\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RF0011.JPG</u>
	<u>\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RF0012.JPG</u>

**ORIGINAL PDF FILE** evi 8173470-082400937 . EXHIBIT B -  
www.brightree.com\_services\_brightbill.pdf

**CONVERTED PDF  
FILE(S)** \\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RFR0013.JPG  
(1 page)

**ORIGINAL PDF FILE** evi 8173470-082400937 . EXHIBIT C - BrightBill Billboard Panel.pdf

**CONVERTED PDF  
FILE(S)** \\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RFR0014.JPG  
(1 page)

**ORIGINAL PDF FILE** evi 8173470-082400937 . EXHIBIT D - Brightbill Pennsylvania.pdf

**CONVERTED PDF  
FILE(S)** \\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RFR0015.JPG  
(6 pages)

\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RFR0016.JPG

\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RFR0017.JPG

\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RFR0018.JPG

\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RFR0019.JPG

\\TICRS\EXPORT10\IMAGEOUT10\776\796\77679685\xml1\RFR0020.JPG

#### **SIGNATURE SECTION**

**RESPONSE SIGNATURE** /dml/

**SIGNATORY'S NAME** David M. Lilienfeld

**SIGNATORY'S  
POSITION** Attorney of record, member of State Bar of Georgia

**DATE SIGNED** 06/02/2010

**AUTHORIZED  
SIGNATORY** YES

**CONCURRENT APPEAL  
NOTICE FILED** YES

#### **FILING INFORMATION SECTION**

**SUBMIT DATE** Wed Jun 02 08:30:05 EDT 2010

**TEAS STAMP** USPTO/RFR-8.17.34.70-2010  
0602083005431772-77679685  
-4601144a7aa6ba1af5c34ba8  
91a377b7360-N/A-N/A-20100  
602082400937928

**Request for Reconsideration after Final Action**  
**To the Commissioner for Trademarks:**

Application serial no. **77679685** has been amended as follows:

**EVIDENCE**

**Original PDF file:**

[evi 8173470-082400937 . Response to Final Office Action.pdf](#)

**Converted PDF file(s) (8 pages)**

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

**Original PDF file:**

[evi 8173470-082400937 . EXHIBIT A - BrightBill Mailing June 08.pdf](#)

**Converted PDF file(s) (3 pages)**

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

**Original PDF file:**

[evi 8173470-082400937 . EXHIBIT B - www.brightree.com services brightbill.pdf](#)

**Converted PDF file(s) (1 page)**

[Evidence-1](#)

**Original PDF file:**

[evi 8173470-082400937 . EXHIBIT C - BrightBill Billboard Panel.pdf](#)

**Converted PDF file(s) (1 page)**

[Evidence-1](#)

**Original PDF file:**

[evi 8173470-082400937 . EXHIBIT D - Brightbill Pennsylvania.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: /dml/ Date: 06/02/2010

Signatory's Name: David M. Lilienfeld

Signatory's Position: Attorney of record, member of State Bar of Georgia

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 applicant'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 applicant in this matter: (1) the applicant 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 applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant'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 filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 77679685

Internet Transmission Date: Wed Jun 02 08:30:05 EDT 2010

TEAS Stamp: USPTO/RFR-8.17.34.70-2010060208300543177

2-77679685-4601144a7aa6ba1af5c34ba891a37

7b7360-N/A-N/A-20100602082400937928

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Mark: BRIGHTBILL

Serial No.: 77679685

Filed: February 27, 2009

Applicant: Brightree, LLC

**Response to Final Office Action and Request for Reconsideration**

Brightree, LLC, Applicant herein, files this Response to the Office Action dated December 2, 2009 and states as follows:

**REMARKS**

**I. Recitation of Services**

In reliance on the suggested identification of services supplied by the Examining Attorney in the instant Office Action, Applicant hereby amends its recitation of services. Applicant requests the deletion of the identification of services submitted in its original application and replace it with the following:

Application service provider (ASP), namely, providing software for use in electronic billing, online procurement and electronic commerce, on-line security and privacy, medical records management, report generation, data and database management, customer relationship management, contract management and administration, rehabilitation management, home infusion therapy, and wireless applications such as mobile computers and mobile devices for use by delivery technicians, clinicians, and sales representatives, all of the foregoing in the field of home healthcare; providing temporary use of on-line non-downloadable software for use

In Re: Application of Brightree, LLC  
Application Serial No.: 77/679,685  
Filed: February 27, 2009

in electronic billing, online procurement and electronic commerce, on-line security and privacy, medical records management, report generation, data and database management, customer relationship management, contract management and administration, rehabilitation management, home infusion therapy, and applications for mobile devices and mobile computers for use by delivery technicians, clinicians, and sales representatives, all of the foregoing in the field of home healthcare: data automation and collection service using proprietary software to evaluate, analyze and collect service data.

## **II. Surname Refusal**

The Examiner has made a Final Rejection and refused registration for the Applicant's mark, BRIGHTBILL, stating that the mark is primarily merely a surname. Applicant wishes to address the Section 2(e)(4) rejection, respectfully submitting that the Mark is not primarily a surname, but is a commercially recognized and fully registrable Mark used to distinguish Applicant's services in the marketplace. Applicant also requests that registration be allowed because, even if the Mark is "primarily merely a surname," the Mark has acquired distinctiveness under Section 2(f) of the Act. 15 U.S.C.A. § 1052(f).

Importantly, any doubt regarding whether a mark is "primarily merely a surname," is to be resolved in favor of applicant." See *In re Benthin Management GmbH*, 37 USPQ2d 1332, 1334 (TTAB 1995).

In Re: Application of Brightree, LLC  
Application Serial No.: 77/679,685  
Filed: February 27, 2009

**A. The “Five Factor” Test**

As provided in the Office Action, five factors are used to determine whether a mark is primarily merely a surname: (1) whether the surname is rare; (2) whether anyone connected with applicant uses the term as a surname; (3) whether the term has any recognized meaning other than as a surname; (4) whether the term has the structure and pronunciation of a surname; and (5) whether the term is sufficiently stylized to remove its primary significance from that of a surname. *In re Benthin Mgmt. GmbH*, 37 USPQ2d 1332, 1333-34 (TTAB 1995); TMEP §1211.01.

The Examiner has the burden of showing that the mark is “primarily merely a surname.” However, there is no rule as to the kind or amount of evidence necessary to make out a *prima facie* showing that a term is primarily merely a surname; rather, the application must be examined and resolved on a case-by-case basis. TMEP § 1211.02(a).

1. First Factor: Rarity of the Surname

The May 22, 2009 Office Action relied on search results from ancestry.com and 411.com as well which showed approximately 400 results for the surname Brightbill.<sup>1</sup> The December 2, 2009 Office Action relies on a search result from rhymezone.com, which lists Brightbill as a “very rare” surname. (Attachment 5 to Final Office Action). Indeed, as a surname, Brightbill ranks 48,199 nationally in frequency.<sup>2</sup> (See In re Hall Wines, LLC, Serial No. 78/926151 (refusal to register Bergfeld reversed where Bergfeld was ranked 20,391 in surname frequency)).

---

<sup>1</sup> The Examiner does not disclose the number of listings in these databases.

<sup>2</sup> See Office Action dated December 1, 2009, Attachment 5.

In Re: Application of Brightree, LLC  
Application Serial No.: 77/679,685  
Filed: February 27, 2009

Applicant respectfully submits that this evidence cuts in favor of, not against, registration. Given that there are 300 million people in the United States, 400 entries<sup>3</sup> in these directories is miniscule and serves to prove, not undermine, the extreme rarity of this Mark as a surname.

Also, Exhibit A to Applicant's response to the May 2009 Office Action shows uses of the name Brightbill by entities *other than Applicant* as a mark and not as a surname. Exhibit D hereto also shows multiple entities— none of which are related to Applicant — whose name begins with or includes "Brightbill." This includes, Brightbill Farms in Plainview, Texas; Brightbill Supply in Plainview, Texas; Brightbill Bus Sales in Joppa, Maryland; Brightbill Masonry, Inc. in Reading, Pennsylvania; Brightbill Perkins Insurance Agency in Mechanicsburg, Pennsylvania and in Lemoyne, Pennsylvania; Brightbill Transportation, Inc. in Lebanon, Pennsylvania; Brightbill Wood Specialties in Saint Albans, West Virginia; Brightbill Cosmetics, Inc. in Colorado Springs, Colorado; Brightbill & Gem Hill Farms, LLC in Loudonville, Ohio; Brightbill's Trucking in Salina, Kansas; Brightbill Accounting in Lebanon, Pennsylvania; Brightbill Tool & Die in Salina, Kansas; Brightbill Enterprises, Inc. in Colorado Springs, Colorado; and Brightbill Racing, Inc. in Reading, Pennsylvania.

As further evidence of nonsurname uses of Brightbill, the Examiner should take notice that there is a "Brightbill Park" in Harrisburg, Pennsylvania and a "Charles Brightbill Environmental Center" in Mercersburg, Pennsylvania.

---

<sup>3</sup> Applicant notes that not all pages of the directory results are included and, therefore, Applicant cannot determine the number of duplicate entries.

In Re: Application of Brighttree, LLC  
Application Serial No.: 77/679,685  
Filed: February 27, 2009

In addition to the results attached in response to the first Office Action, Applicant provides herewith additional evidence -- attached as Exhibits A through C -- of its own use of "Brightbill" for nonsurname purposes.

2. Second Factor: No One Connected  
With The Mark Uses Brightbill as Surname

As stated in response to the First Office Action no one associated with the Applicant uses Brightbill as a surname. Thus, this factor also weighs in favor of allowing registration.

3. Third Factor: The Term Has Recognized  
Meaning Other Than as a Surname

The Office Action states, citing Web sites telephone listings, and other Internet searches, that the only recognized meanings are for a surname. The Office Action further states that because Applicant cannot satisfy the requirements of Trademark Act Section 2(f) and make a showing that the mark "Brightbill" has no acquired distinctiveness because it has not been in use for five years and was not used in conjunction with related products, then "Brightbill" has no meaning other than a surname.

BRIGHTBILL has meaning apart from being a surname. First, while BRIGHTBILL is not defined in the dictionary, both of its constituent parts, "bright" and "bill," are in dictionaries. "Bright" means "intelligent" and "clever" (<http://www.merriam-webster.com/dictionary/bright>; June 1, 2010) and "bill" means "an itemized account of the separate cost of goods sold." (<http://www.merriam-webster.com/dictionary/bill>; June 1, 2010). Indeed, Applicant's Mark BRIGHTBILL is an amalgam of the first six letters of Applicant's name (which is, Brighttree LLC) and the

In Re: Application of Brightree, LLC  
Application Serial No.: 77/679,685  
Filed: February 27, 2009

type of Applicant's goods, which are software products used for billing. Thus, BRIGHTBILL has significant meaning apart from being a surname.

In addition to the information provided in the first Office Action, attached hereto as Exhibits A through C are marketing materials provided to customers and used at trade shows that demonstrate commercial use of the Mark BRIGHTBILL by Applicant. BRIGHTBILL as a mark was first used in commerce by Applicant on January 15, 2006. Exhibit A hereto is a letter and promotional mailing from June 2008 from Applicant to over 750 of its customers stating the benefits of its product sold under the BRIGHTBILL Mark. This shows an ongoing commercial use of the Mark by Applicant.

Exhibit B hereto shows a portion of Applicant's Website advertising the Brightbill service. This Website went live in January 2006 when the Applicant first began using the Mark. Exhibit C hereto is a representation of a board set-up used by Applicant at multiple trade shows between February 2006 and February 2009. Again, this shows a direct link between Applicant and the Mark BRIGHTBILL, such that BRIGHTBILL has acquired meaning and distinctiveness other than as a surname.

Furthermore, revenue from services Applicant provides under the BRIGHTBILL Mark is approximately \$2.25 million annually, since 2006.

Since there are many nonsurname uses of Brightbill, this third factor also weighs in favor of registration.

4. Fourth Factor: The Term Does Not  
Have the Structure or Pronunciation of a Surname

BRIGHTBILL is not structured as a surname. In other words, it does not "look or feel" like a surname. To the contrary, its structure contraindicates a surname, since it is

In Re: Application of Brightree, LLC  
Application Serial No.: 77/679,685  
Filed: February 27, 2009

the combination of two common, English words. A consumer seeing the Mark is more likely to think of the two English words than to think of a surname.

Additionally, as shown in Exhibits A and C hereto, Applicant uses the Mark with both of the "B"s in uppercase while the other letters are lowercase. Thus, the Mark has this appearance: BrightBill, which further contraindicates BRIGHTBILL being a surname.

Similarly, pronunciation of the Mark suggests it is not a surname, but rather the fanciful or even descriptive combination of two words which are common in the English language.

Therefore, this factor also weighs in favor of registration.

5. Fifth Factor: How the Mark is Stylized

The application is for a word mark, this item is a non-factor.

6. Conclusion

The five factors favor a finding that BRIGHTBILL is not "primarily merely a surname." There are numerous Board cases with precedential value involving marks which were statistically infrequent surnames and in which registration was allowed. BRIGHTBILL is equally or less frequent as a surname as were the marks in these cases: *In re Sava Research Corp.*, 32 U.S.P.Q.2d 1380, 1994 WL 587039 (T.T.A.B. 1994) (SAVA not primarily merely a surname); *In re Bdh Two Inc.*, 26 U.S.P.Q.2d 1556, 1993 WL 156484 (T.T.A.B. 1993) (GRAINGER not primarily merely a surname); and *In re Joint-Stock Company BAIK*, 84 U.S.P.Q.2d 1921, 2007 WL 2460997 (T.T.A.B. 2007) (BAIK not primarily merely a surname).

In Re: Application of Brightree, LLC  
Application Serial No.: 77/679,685  
Filed: February 27, 2009

**CONCLUSION**

Applicant respectfully submits that the evidence submitted shows that the Mark BRIGHTBILL is not "primarily merely a surname." Applicant further submits that the required *prima facie* case for a Section 2(e)(4) rejection has not been made, and refusal to register the Mark is improper. Even if BRIGHTBILL were "primarily merely a surname," the Mark has acquired distinctiveness such that registration should be allowed.

This, in combination with the Applicant's willingness to accede to the Examining Attorney's proposed recitation of services, confirms that the refusal of Applicant's mark should be withdrawn, and that the Mark should proceed to publication.

Applicant asserts that the foregoing is a complete response to the Office Action issued on December 2, 2009, and requests registration of the Applicant Mark. If the Examiner requires any further amendment to the Application, a telephone interview is requested by the undersigned.

Respectfully submitted this 2d day of June, 2010.

*s/David M. Lilienfeld*

---

David M. Lilienfeld  
Attorney for Applicant

Lilienfeld PC  
Buckhead Centre  
2964 Peachtree Road N.W., Suite 720  
Atlanta, Georgia 30305  
(404) 201-2520 – telephone  
(404) 393-9710 – facsimile  
David@LilienfeldPC.com

*s/Michael R. Siavage*

---

Michael R. Siavage  
Allison M. Siavage  
Attorneys for Applicant

Siavage Law Group, LLC  
One Midtown Plaza  
1360 Peachtree Street, Suite 1050  
Atlanta, Georgia 30309  
(404) 351-5280 – telephone  
(404) 351-5281 – facsimile  
msiavage@siavagelaw.com  
asiavage@siavagelaw.com

Exhibit A



Dear *First Name*,

In an industry riddled with daily challenges -- such as competitive bidding, accreditation and reimbursement cuts -- I realize that managing your business is becoming increasingly difficult. With shrinking margins, the effectiveness of your billing and remittance management operations need to be your top priority in order to survive. If you haven't considered outsourcing your billing operations before, I highly recommend you consider it now.

Thanks to the power of the Internet in Brightree's solution, don't think of it as outsourcing. It's really "insourcing" because you remain 100% in control via the Brightree platform. I have gone to great lengths to find billing partners who are experts using Brightree's functionality and completely integrate within your workflow as a virtual and valuable extension of your staff.

Please take a few moments of your time to read the enclosed article about BrightBill and find out why so many Brightree customers have found that insourcing their billing operations was one of the best business decisions they've ever made.

If you have questions or want to get started please contact Suzanne Price, Director of Account Management at 678-243-1821 or [sprice@brightree.com](mailto:sprice@brightree.com).

Kind Regards,

A handwritten signature in black ink, appearing to read "David", written in a cursive style.

David A. Cormack  
President & CEO  
Brightree Inc.

# BrightBill™

## Outsourced Billing Delivers Results

brighttree™

The billing and remittance operation is critical to the financial health of every business. If it's done poorly, you battle high levels of DSOs, Denials, and write-offs. Doing it well requires up-to-date technology, a high level of medical billing expertise, and constant management attention. As Brightree customers, you've already got the technology part covered. But if you are still having issues with billing or not seeing the results you expected, you may need to consider outsourcing your billing. Read on before you dismiss that notion. Outsourcing within Brightree is revolutionary. Today, over 75 customers are using BrightBill and we are adding more every month!

BrightBill's complete reimbursement solution combines the control and flexibility of Brightree's Internet-based solution with the expertise of our certified billing partners. These services include: CMN Management, CMN Validation, Electronic Claims Submission, Payment Posting, Secondary Billing, Document Management, Denial Management, and more.

### Growing the Business vs. Managing the Billing

Growing the revenues, increasing the referrals, providing top-notch patient care, plus managing in-house billing operations can be an overwhelming task. "My wife was tired of me not being at home," says Kevin Godwin, Vice President of Extrakare in Atlanta. "I was working 80 hours a week and spending way too much time on billing and collections details. I really needed to spend more time on other aspects of my business to continue the excellent overall service we provide our patients."

Godwin found that Extrakare's mission to deliver superior patient care had been jeopardized by the efforts he was putting into billing. "I was either going to have to spend lots of money hiring more people to keep up with this load, or outsource with BrightBill. I found that BrightBill was much more cost-effective, and I could let them deal with all the paperwork and personnel headaches."

### The BrightBill Advantage

When it comes to outsourcing the billing operation, Brightree customers have a distinct advantage over everyone else. Because Brightree is an Internet-centric application, the old billing service model that requires extensive paperwork and manual faxing is a thing of the past. Bo Brown, CEO of Mobility Health Care, commented on his experience moving from an old billing services model. "BrightBill is far superior to our old system," Brown said. "With our new system, patient files are accessed and updated in real time by all parties involved. It's a centralized program, so when a patient calls I can

pull it up and instantly review patient notes and tell the customer what's going on with their insurance claim."

Some providers have tried outsourcing to companies unfamiliar with Brightree software. Scott Zepp, President of HealthStat 02 in Largo, FL began outsourcing this way. "We used another billing service provider that tried to utilize Brightree software, but they didn't have knowledge or expertise in the software, so their efforts generated poor collection results."

BrightBill partners are trained and certified on Brightree's software, so they function as an integrated part of your team. "It's like having an expert billing service at your fingertips", said Godwin. "Our BrightBill partner completely handles all

*Continued on back*

### BrightBill™

is powered by the Brightree solution in concert with the expert billing services of several carefully selected partners.

*Continued from front*

our billing and collections. They bill Medicare, Medicaid and all third party insurances, and handle all of our billing, collections and payment posting processes. They have more skilled resources, which is a huge benefit to us."

## It's Easy to Switch to BrightBill

For Brightree customers, switching to BrightBill is a simple process. Michael Kramer, COO of Desloge Home Oxygen & Medical Equipment, explains that the switch was nearly seamless. "It went far smoother than I anticipated. We were up and running and collecting money in a couple of weeks."

"It was a very easy transition," added Brown, "because our billing partner is so well versed on Brightree." Mobility Healthcare operates from two storefront locations in Amarillo and Lewisville, Texas. For Brown, the benefit of having a centralized billing operation connected through the web on one application is indispensable. "Since signing on with BrightBill, Mobility Healthcare has implemented a new communication system through Brightree. It's simple to do from a satellite location. Our billing partner doesn't have to be onsite to tap into our patient files. It just makes sense to share our synergies."

## The Bottom Line

In the end, outsourcing your billing must produce results. Zepp stated "We've been with BrightBill for about a year, and during this time, collections have increased 54%. This success is largely because our BrightBill partner does an ex-

cellent job with denials, has helped us improve customer service and has tightened our processes."

Kramer says that Desloge's numbers speak for themselves. "We were losing a good chunk of the revenue we had earned but never collected with our old system. Our BrightBill partner is much more diligent in managing receivables. The combination of Brightree's technology and our BrightBill partner's grit in getting claims correct the first time has increased our revenues by 10% on the same book of business. They bill cleaner and more accurately out of the gate, so a greater percentage of claims get paid the first time. And they jump on denials and don't let up."

Prior to outsourcing, Brown estimates that Mobility Healthcare was only collecting a moderate percentage of what they billed. "Today our receivables have improved by 30%. And I can view reports myself at any time to see exactly how my BrightBill partner is doing for me. All of this has helped tremendously with our cash flow."

Godwin also reports that Extrakare's collections have greatly increased since moving to BrightBill. "Payments are coming in much quicker now and our receivables have gone down. Our BrightBill partner has been a big benefit for our company all the way around." Godwin added, "I finally have more time to spend with my family, and to focus on what really matters - providing peace of mind to our patients with products that meet their needs and help them improve their quality of life."

## Regain control. Enroll today.

If you are interested in discussing how to put BrightBill to work for you, Suzanne Price, Director of Account Management is ready to assist you. Please contact her at:

**1-888-598-7797 ext. 821,**  
or email: [brightbill@brightree.com](mailto:brightbill@brightree.com)



Exhibit B



call now 1.888.598.7797

HOME | OUR SOLUTION | SERVICES | CUSTOMER CARE | ABOUT US



Services

BrightBill™ | Patient Billing Service

Medical Inc. Brightree eClaims Payers: 1,753 "Brightree makes my day brighter each time I talk with someone. Resolution is quick and friendly." - Jo

Outsource the hassles. Maintain control.

The financial heart and soul of any HME/DME business is the billing and remittance management operation. Done poorly, you battle high levels of DSOs, denials, and write-offs. Unfortunately, it's not easy. Doing it well requires a significant investment in up-to-date technology, a high level of medical billing expertise, and constant management attention.

Because of these challenges, many companies have contracted with "billing services" companies. However, the "old billing services model" of faxing tons of paper, keying the same data into multiple systems, and never knowing what has been billed, rejected, or when you are getting paid is also a cumbersome and ineffective approach.

A new way. A better way.

There is a better way. Brightree has partnered with ACU-Serve to deliver BrightBill™, a complete reimbursement solution that combines Brightree's Internet-hosted software with specialized, expert services, including: CMN Management, Claim Coding & CMN Validation, Electronic Claims Submission, Payment Posting, Secondary Billing, Document Management, Denial Management, and more.

The BrightBill solution allows our billing service partner to function as an integral part of your office staff, not a remote third party vendor. With BrightBill, you get a 21st Century software solution that is accessible from any location to manage your business plus a best-of-breed billing service company that works on the same system you do. Using BrightBill virtually eliminates the typical complexities and problems of the "old" billing service model while saving you time and money.

With BrightBill, you can choose to outsource billing for a short or long term period; or even as a temporary replacement after losing key staff members. And because you own your data and it is centrally housed within Brightree, there is a natural and painless migration path for start-up companies that want to outsource their billing initially but plan to ultimately perform their own billing.

With today's shrinking margins, you cannot afford to ignore collecting the maximum amount possible. Get all you are entitled to. To learn more about BrightBill, please contact Suzanne Price at [sprice@brightree.com](mailto:sprice@brightree.com) or by calling 1.888.598.7797 ext. 821.

BrightBill™

- ✓ A new and better way to outsource billing
- ✓ World-class billing expertise
- ✓ Cost effective
- ✓ Efficient
- ✓ Maintain real-time control via Brightree on-demand



A new way. A better way.

home | our solution | demo | testimonials | news | faq | careers | contact

Copyright © Brightree LLC. All rights reserved.

**OnDemand** The HME/DME Industry's Fastest Growing On-Demand Software

# 21<sup>st</sup> Century Solutions

Outsource the hassles. Maintain control.

<h3>BrightBill™</h3> <ul style="list-style-type: none"><li>✓ Maximize your receivables</li><li>✓ An extension of your office staff</li><li>✓ Powered by ACU-Serve and Prometheus</li></ul>	<h3>Patient Billing</h3> <ul style="list-style-type: none"><li>✓ Recover 60-90%</li><li>✓ Complete turnkey solution</li><li>✓ Powered by HCS</li></ul>	<h3>brightree™</h3> <ul style="list-style-type: none"><li>✓ Money to grow</li><li>✓ Painless and fast</li><li>✓ Powered by Wall Financial</li></ul>
--	--	---


**PENNSYLVANIA**  
**Department of State**

## Corporations

[Online Services](#) | [Corporations](#) | [Forms](#) | [Contact Corporations](#) | [Business Services](#)

[Search](#)  
[By Business Name](#)  
[By Business Entity ID](#)  
[Verify](#)  
[Verify Certification](#)  
[Online Orders](#)  
[Register for Online](#)  
[Orders](#)  
[Order Good Standing](#)  
[Order Certified Documents](#)  
[Order Business List](#)  
[My Images](#)  
[Search for Images](#)

Search Type: Starting With      Search Criteria: brightbill  
 Search Date: 6/1/2010          Search Time: 14:42

Click on the Business Entity Name or Entity Number to view more information.

Business Entity Name	Entity Number	Type	Status	Entity Creation Date
BRIGHTBILL BLASTING CO	1018886	Fictitious Names	Active	2/1/1988
BRIGHTBILL CHEVROLET COMPANY	2041462	Fictitious Names	Active	3/10/1939
BRIGHTBILL CONSULTING	2755265	Fictitious Names	Active	5/13/1997
BRIGHTBILL CORP.	44784	Business Corporation	Active	11/30/1972
BRIGHTBILL INDUSTRIES, INC.	2788248	Business Corporation	Active	12/8/1997
BRIGHTBILL MACHINE WORKS	2041458	Fictitious Names	Active	3/6/1923
BRIGHTBILL MASONRY INC	1500381	Business Corporation	Active	3/23/1989
BRIGHTBILL PERKINS INSURANCE AGENCY	3187668	Fictitious Names	Active	12/15/2003
BRIGHTBILL RACING ENTERPRISES	2041446	Fictitious Names	Active	10/9/1973
BRIGHTBILL TRANSPORTATION, INC.	2090076	Business Corporation	Active	5/13/1992
BRIGHTBILL'S GARAGE	2041451	Fictitious Names	Active	11/12/1926
BRIGHTBILL'S SERVICE STATION	2041448	Fictitious Names	Active	5/6/1929
BRIGHTBILL, J. M., INC.		County Orphan	County Orphan	3/24/1930
BRIGHTBILL, JOHN, NOTORY PUBLIC		County Orphan	County Orphan	5/4/1944
BRIGHTBILL-PERKINS INSURANCE AGENCY	849822	Fictitious Names	Active	12/18/1984
BRIGHTBILL-PERKINS INSURANCE AGENCY	2788177	Fictitious Names	Active	12/8/1997
BRIGHTBILL-PERKINS INSURANCE AGENCY, INC.	2665581	Business Corporation	Withdrawn	11/15/1995

Records Revealed 1 to 17 Only



[Home](#)

Copyright © 2002 Pennsylvania Department of State. All Rights Reserved.  
Commonwealth of PA Privacy Statement

DNB.PowerProfiles.com

Sign Up | Login



Decide with Confidence

brightbill

SEARCH

## Search Results for "brightbill", 1 - 25 of 37

Ads by Google

**ACU-Serve Corp.**

www.acuservecorp.com Online HME/DME Billing Services Collect More HME Revenue. Faster.

**Bill Bright at CBD**

Christianbook.com Save at Christianbook.com on Bill Bright

**Bill bright**

christianbook.com net bill+bright Bill bright On Sale. Buy Now &amp; Save up to 21%

**Check for Bill bright**

www.Umpire Rebates Dealprice.com Find Bill bright on a huge range of everyday products. Compare them

Company	Location	Est. Sales	Est. Years in business	Est. Employees
M A BRIGHTBILL BODY WORKS INC	LEBANON, PA	> \$2,000,000	> 50	25 - 100
BRIGHTBILL INDUSTRIES, INC.	HARRISBURG, PA	> \$2,000,000	10 - 20	< 25
BRIGHTBILL FARMS (BRIGHTBILL SUPPLY)	PLAINVIEW, TX	> \$2,000,000	> 50	< 25
BRIGHTBILL BUS SALES	JOPPA, MD	\$350,000 - \$750,000	5 - 10	< 25
FREDERICK S BRIGHTBILL MD (NEW VISION)	ROCKFORD, IL	\$350,000 - \$750,000	10 - 20	< 25
BRIGHTBILL MASONRY INC	READING, PA	\$350,000 - \$750,000	20 - 50	< 25
SIEGRIST, KOLLER, BRIGHTBILL, LONG & FEEMAN	LEBANON, PA	\$350,000 - \$750,000	10 - 20	< 25
BRIGHTBILL PERKINS INSURANCE AGENCY	MECHANICSBURG, PA	\$100,000 - \$350,000	5 - 10	< 25
JERRY BRIGHTBILL (BRIGHTBILL FARMS)	PLAINVIEW, TX	\$100,000 - \$350,000	10 - 20	< 25
JAMES E BRIGHTBILL	AKRON, OH	\$100,000 - \$350,000	20 - 50	< 25
ROBERT E BRIGHTBILL	LOUDONVILLE, OH	\$100,000 - \$350,000	10 - 20	< 25
MECHANICSBURG INS SERVICES LIMITED (BRIGHTBILL PERKINS INS AGENCY)	LEMOYNE, PA	\$100,000 - \$350,000	10 - 20	< 25
BRIGHTBILL TRANSPORTATION, INC	LEBANON, PA	\$100,000 - \$350,000	10 - 20	< 25
BRIGHTBILL MASONRY, INC.	READING, PA	\$100,000 - \$350,000		< 25
CAROL BRIGHTBILL	POTTSTOWN, PA	\$100,000 - \$350,000	< 5	< 25
MICHAEL W BRIGHTBILL SR	WERNERSVILLE, PA	\$100,000 - \$350,000	< 5	< 25
DAVID BRIGHTBILL	READING, PA	\$100,000 - \$350,000	10 - 20	< 25
DONALD BRIGHTBILL	PORTLAND, OR	\$100,000 - \$350,000	10 - 20	< 25
BRIGHTBILL WOOD SPECIALTIES	SAINT ALBANS, WV	\$100,000 - \$350,000	20 - 50	< 25
PAUL JEROME BRIGHTBILL	HASTINGS, MN	\$100,000 - \$350,000	5 - 10	< 25
BRIGHTBILL COSMETICS INC	COLORADO SPRINGS, CO	< \$100,000	5 - 10	< 25
MARCELLA A BRIGHTBILL	LOUDONVILLE, OH	< \$100,000	5 - 10	< 25
BRIGHTBILL & GEM HILL FARMS LLC	LOUDONVILLE, OH	< \$100,000	< 5	< 25
MICHAEL BRIGHTBILL	EUGENE, OR	< \$100,000	5 - 10	< 25
BRIGHTBILL'S TRUCKING	SALINA, KS	< \$100,000	5 - 10	< 25

Page 1 2

Want to add your company? Call 1-877-249-0777

[Demo](#)  
[Pricing](#)  
[FAQ](#)

[About DNB PowerProfiles](#)  
[Contact Us](#)  
[Privacy Policy](#)  
[Terms of Service](#)

Build 1.6.1 © 2010 PowerProfiles.com, LLC.

**LIVE HELP** 

Offline now.  
Leave a message

Send



Decide with Confidence

brightbill

SEARCH

**Search Results for "brightbill", 26 - 37 of 37**

Ads by Google

**ACU-Serve Corp.**

www.acuservecorp.com Online HME/DME Billing Services Collect More HME Revenue. Faster.

**Bill Bright at CBD**

Christianbook.com Save at Christianbook.com on **Bill Bright**

**Bill bright**

christianbookstore.net bill+bright **Bill bright** On Sale. Buy Now & Save up to 21%

**Check for Bill bright**

www.CouponRebates.biz/prod.com Find **Bill bright** on a huge range of everyday products. Compare them!

Company	Location	Est. Sales	Est. Years In business	Est. Employees
ROBERT J BRIGHTBILL	NAGS HEAD, NC	< \$100,000	5 - 10	< 25
TUSCARORA WILDLIFE EDUCATION PROJECT (CHARLES BRIGHTBILL ENVMTL CTR)	MERCERSBURG, PA	< \$100,000	20 - 50	< 25
DENISE BRIGHTBILL	BLOOMINGBURG, NY	< \$100,000	< 5	< 25
MICHAEL BRIGHTBILL (MICHAEL BRIGHTBILL FARMS)	PLAINVIEW, TX	< \$100,000	< 5	< 25
BRIGHTBILL ACCOUNTING	LEBANON, PA	< \$100,000	10 - 20	< 25
BRIGHTBILL TOOL & DIE	SALINA, KS	< \$100,000	20 - 50	< 25
DAVID J BRIGHTBILL	LEBANON, PA		< 5	
SENATE, PENNSYLVANIA (BRIGHTBILL, SENATOR 48)	HARRISBURG, PA			
DOROTHY BRIGHTBILL	LUBBOCK, TX			
RANDY CARL BRIGHTBILL	COTTON CENTER, TX		5 - 10	
BRIGHTBILL RACING INC	READING, PA		< 5	
DAVID J BRIGHTBILL	ELIZABETHTOWN, PA		< 5	

Page 1 2

Want to add your company? Call 1-877-249-0777

Demo  
Pricing  
FAQ

About DNB.PowerProfiles  
Contact Us  
Privacy Policy  
Terms of Service

Build 1.6.1 © 2010 PowerProfiles.com, LLC.

**LIVE HELP**

Offline now  
Leave a message

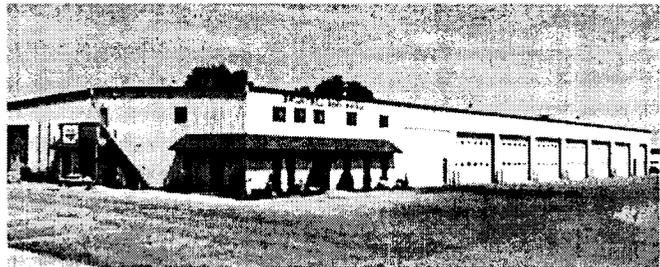


SEND



[Home](#) [Products](#) [Inventory](#) [Service](#) [Parts](#) [Company](#) [Contact Us](#)

Brightbill Body Works, Inc. is the Eastern and Central Pennsylvania distributor of Blue Bird School buses, representing their entire line since 1962. Brightbill specializes in selling new, late model and slightly used school buses as well as new and used commercial buses. Brightbill distributes passenger commercial buses and ADA Para-Transit buses for Elkhart Coach, Goshen Coach and TurtleTop in Pennsylvania, Delaware, Maryland, and Washington, D.C. TurtleTop buses are also available in Virginia and West Virginia.



© 2009 M.A. Brightbill Body Works, Inc. All rights reserved. | 2701 E. Cumberland St. | Lebanon, PA 17042 | (800) 932-4625