

ESTTA Tracking number: **ESTTA1267401**

Filing date: **02/21/2023**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding no.	91273985
Party	Defendant Nidhi Jaiswal
Correspondence address	JAMES H CREEDON CREEDON PLLC 5 COWBOYS WAY SUITE 300 FRISCO, TX 75034 UNITED STATES Primary email: <a href="mailto:jhcreedon@creedon.com">jhcreedon@creedon.com</a> Secondary email(s): <a href="mailto:cwallace@creedon.com">cwallace@creedon.com</a> 972-850-6864
Submission	Testimony For Defendant
Filer's name	Charles Wallace
Filer's email	<a href="mailto:trademarks@creedon.com">trademarks@creedon.com</a>
Signature	/Charles Wallace/
Date	02/21/2023
Attachments	Declaration Testimony of Nidhi Jaiswal.pdf(3728329 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In Re U.S. Application Serial No. 90585432

For the mark: THE NO ANXIETY DENTIST

Published: November 23, 2021

-----X	:	
DAVID S. DUCOMMUN, D.D.S., S.C.,	:	
Opposer,	:	
v.	:	Opposition Number: 91273985
NIDHI JAISWAL,	:	
Applicant.	:	
-----X	:	

**DECLARATION OF NIDHI JAISWAL**

I, Nidhi Jaiswal, hereby declare the following:

1. “My name is Nidhi Jaiswal. I am over eighteen years of age and am legally competent to make this declaration, which is true and correct, is based on my personal knowledge, and is made voluntarily and not under duress.
2. The information in this declaration is within my personal knowledge and is true and correct. I have come to personal knowledge of the stated facts in this declaration by virtue of my position as the owner of U.S. Serial No. 90585432 for my THE NO ANXIETY DENTIST trademark application (the “Mark”), which I filed with the U.S. Patent & Trademark Office (“USPTO”) on March 17, 2021. If called as a witness, I could and would competently testify to the facts set forth in this declaration.
3. I have reviewed the Notice of Opposition filed by David S. Ducommun, D.D.S., S.C., (“Opposer”) in the above-styled proceeding and am familiar with the purported claims alleged therein.

4. I am licensed to practice dentistry in both the States of Florida and Texas. Attached to this declaration as Exhibit 1 are true and correct copies of my licenses to practice both in Florida and in Texas.

5. I am the founder, sole owner, president, and registered agent of Smilez Dental of McKinney PLLC d/b/a Starlite Dental (“Starlite”). Attached to this declaration as Exhibit 2 are true and correct copies of documents downloaded from the Texas Secretary of State “SOSDirect” database which date back to 2020—a year before I filed my Mark with the USPTO. These documents show that, when I filed the application for my Mark, I was Starlite’s sole owner, president, and registered agent.

6. I fully control the nature of operations at Starlite, and I am the sole decision-maker with regard to the quality and development of all services offered by Starlite. I also fully and individually conduct my own quality control over all use of my Mark. No other entity or person, besides myself, has any authority to control or authorize any use of my Mark.

7. I ultimately chose to apply for my Mark after advertising and referring to myself commercially as “The No Anxiety Dentist” for nearly three years—beginning in June 2018. At the time I filed my Mark’s application, I intended to continue using my Mark in this way, including in connection with my dental practice at Starlite. I continue to use my Mark in connection with my practice as exhibited on my website, where my Mark appears immediately beneath my name. Attached to this declaration as Exhibit 3 are true and correct copies of screenshots taken on February 16, 2023 from (1) my website where my Mark appears directly beneath my name—“Dr. Nidhi Jaiswal DDS;” and from (2) livingmagazine.net where I am referred to as “Dr. Jaiswal, The No-anxiety Dentist.” All current use I make of my Mark is therefore made for my own benefit, and the public has come to understand that I am “The No Anxiety Dentist.”

8. I have never used the word “FEAR” for purposes of search engine optimization, and I have never used the word “FEAR” in mobile application and/or website metadata. Attached to this declaration as Exhibit 4 are true and correct copies of all of the keywords I have used to-date in mobile application and website metadata to market my dental services through Starlite.

9. My Mark received no Office Action refusals and was published with the USPTO on November 23, 2021. I was not aware of Opposer’s existence or Opposer’s use of any allegedly

owned intellectual property assets until Opposer's allegations in this Opposition were brought to my attention.

10. As stated above, I have been using my Mark to market and advertise myself as "The No Anxiety Dentist" for nearly five years. I am aware of no instances where any party has ever been confused between my Mark on the one hand, and Opposer's NO FEAR DENTISTRY mark on the other.

11. In my experience, persons seeking dental care can have a good deal of anxiety before visiting the dentist for a variety of reasons. This anxiety can be attributed to dental services being inherently very expensive and cost-prohibitive, anxiety about whether a dental procedure will be successful, or any number of other reasons. As such, in my experience, persons seeking dental care exercise a great deal of care in vetting, researching, and engaging a dentist for dental services."

I declare under penalty of perjury that the foregoing is true and correct.

Executed on: 2-19-2023



Nidhi Jaiswal

**EXHIBIT 1**

**Texas State Board of Dental Examiners  
333 Guadalupe Street Tower 3 STE 800  
Austin, Texas 78701  
www.tsbde.texas.gov**

**An up-to-date License Verification is always available on the Board's website:  
<http://ls.tsbde.texas.gov>**

(Date Certificate Generated: 01/18/2022)

License Number: 31472



**License Status: Active**

**Expires: July 31, 2023**

**NIDHI JAISWAL**

**5100 ELDORADO PKWY STE 103  
MCKINNEY TX, 75070**



**TEXAS LICENSED DENTIST**

**NIDHI JAISWAL**

is legally qualified to practice Dentistry in this State under the laws of Texas governing such practice

EXPIRATION DATE

**July 31, 2023**

LICENSE NUMBER 31472

Nitrous Oxide

David Yu DDS, MS  
Presiding Officer

J AISWAL0001

C# 10779554

EXHIBIT 1

STATE OF FLORIDA  
DEPARTMENT OF HEALTH  
DIVISION OF MEDICAL QUALITY ASSURANCE

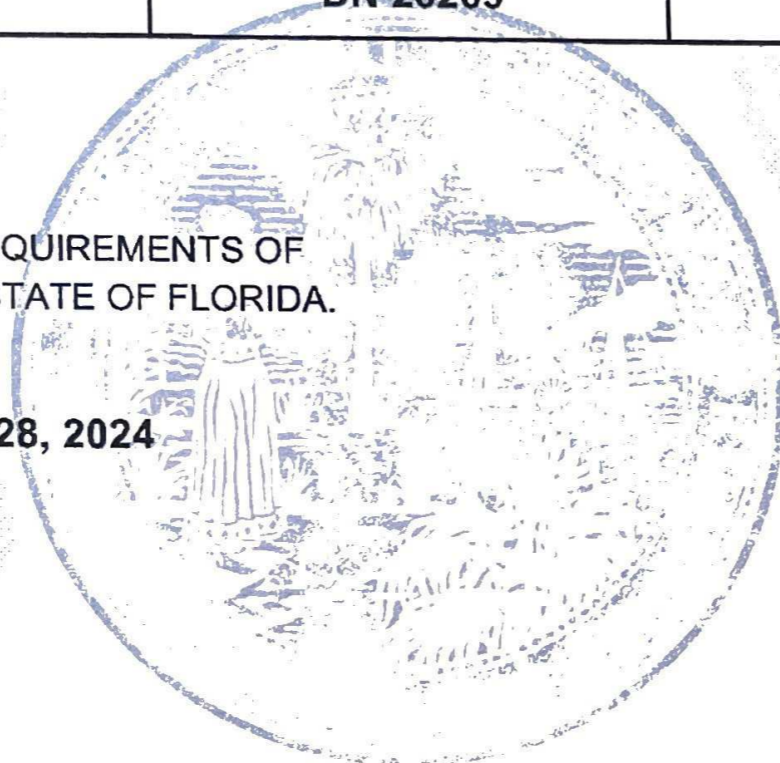
DATE	LICENSE NO.	CONTROL NO.
02/05/2022	DN 26269	171876

THE DENTIST

NAMED BELOW HAS MET ALL REQUIREMENTS OF  
THE LAWS AND RULES OF THE STATE OF FLORIDA.

Expiration Date: FEBRUARY 28, 2024

NIDHI JAISWAL  
NOT PRACTICING  
ZZ



STATE OF FLORIDA  
DEPARTMENT OF HEALTH  
DIVISION OF MEDICAL QUALITY ASSURANCE  
AC# 10779554

DATE	LICENSE NO.	CONTROL NO.
02/05/2022	DN 26269	171876

THE DENTIST

NAMED BELOW HAS MET ALL REQUIREMENTS OF  
THE LAWS AND RULES OF THE STATE OF FLORIDA.

Expiration Date : FEBRUARY 28, 2024

NIDHI JAISWAL

LICENSEE SIGNATURE

Ron DeSantis  
GOVERNOR

Joseph A. Ladapo, MD, PhD  
State Surgeon General

DISPLAY IF REQUIRED BY LAW



05-102  
(Rev.9-15/33)

**EXHIBIT 2**

**Texas Franchise Tax Public Information Report**

To be filed by Corporations, Limited Liability Companies (LLC), Limited Partnerships (LP), Professional Associations (PA) and Financial Institutions

■ **Tcode 13196 Franchise**

■ Taxpayer number

■ Report year

3 2 0 5 8 6 5 9 0 6 4

2 0 2 0

*You have certain rights under Chapter 552 and 559, Government Code, to review, request and correct information we have on file about you. Contact us at 1-800-252-1381.*

Taxpayer name <b>SMILEZ DENTAL OF MCKINNEY PLLC</b>		<input checked="" type="checkbox"/> Blacken circle if the mailing address has changed.	
Mailing address <b>4150 ELDORADO PKWY S</b>		Secretary of State (SOS) file number or Comptroller file number <b>0802318182</b>	
City <b>MCKINNEY</b>	State <b>TX</b>	ZIP code plus 4 <b>75070</b>	

Blacken circle if there are currently no changes from previous year; if no information is displayed, complete the applicable information in Sections A, B and C.

Principal office <b>4150 ELDORADO PKWY S, MCKINNEY, TX, 75070</b>
Principal place of business <b>4150 ELDORADO PKWY S, MCKINNEY, TX, 75070</b>



1000000000015

You must report officer, director, member, general partner and manager information as of the date you complete this report.

***Please sign below!*** This report must be signed to satisfy franchise tax requirements.

**SECTION A** Name, title and mailing address of each officer, director, member, general partner or manager.

Name <b>NIDHI JAISWAL</b>	Title <b>PRESIDENT</b>	Director <input type="checkbox"/> YES	Term expiration m m d d y y [ ][ ][ ][ ][ ][ ]
Mailing address <b>4526 BURNHILL DR</b>	City <b>PLANO</b>	State <b>TX</b>	ZIP Code <b>75024</b>
Name <b>NEERAV JAYASWAL</b>	Title <b>VICE-PRESIDENT</b>	Director <input type="checkbox"/> YES	Term expiration m m d d y y [ ][ ][ ][ ][ ][ ]
Mailing address <b>4526 BURNHILL DR</b>	City <b>PLANO</b>	State <b>TX</b>	ZIP Code <b>75024</b>
Name <b>NIDHI JAISWAL</b>	Title	Director <input type="checkbox"/> YES	Term expiration m m d d y y [ ][ ][ ][ ][ ][ ]
Mailing address <b>4526 BURNHILL DR</b>	City <b>PLANO</b>	State <b>TX</b>	ZIP Code <b>75024</b>

**SECTION B** Enter information for each corporation, LLC, LP, PA or financial institution, if any, in which this entity owns an interest of 10 percent or more.

Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution <b>NONE</b>	State of formation	Texas SOS file number, if any	Percentage of ownership
Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution	State of formation	Texas SOS file number, if any	Percentage of ownership

**SECTION C** Enter information for each corporation, LLC, LP, PA or financial institution, if any, that owns an interest of 10 percent or more in this entity.

Name of owned (parent) corporation, LLC, LP, PA or financial institution <b>NONE</b>	State of formation	Texas SOS file number, if any	Percentage of ownership
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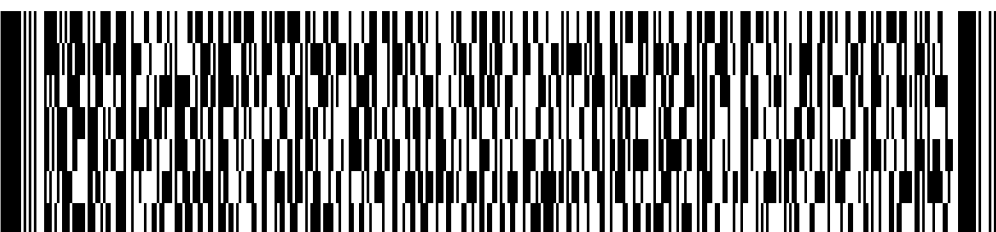
Registered agent and registered office currently on file (see instructions if you need to make changes)		You must make a filing with the Secretary of State to change registered agent, registered office or general partner information.	
Agent:	City	State	ZIP Code
Office:			

The information on this form is required by Section 171.203 of the Tax Code for each corporation, LLC, LP, PA or financial institution that files a Texas Franchise Tax Report. Use additional sheets for Sections A, B and C, if necessary. The information will be available for public inspection.

I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief, as of the date below, and that a copy of this report has been mailed to each person named in this report who is an officer, director, member, general partner or manager and who is not currently employed by this or a related corporation, LLC, LP, PA or financial institution.

sign here <b>HETAL PRATIK HETAL PRATIK MEHTA</b>	Title <b>PRESIDENT</b>	Date <b>03/11/2020</b>	Area code and phone number ( ) -
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**Texas Comptroller Official Use Only**



VE/DE	<input type="checkbox"/>	PIR IND	<input type="checkbox"/>
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05-102  
(Rev.9-15/33)

**EXHIBIT 2**

**Texas Franchise Tax Public Information Report**

To be filed by Corporations, Limited Liability Companies (LLC), Limited Partnerships (LP), Professional Associations (PA) and Financial Institutions

■ **Tcode 13196 Franchise**

■ Taxpayer number

■ Report year

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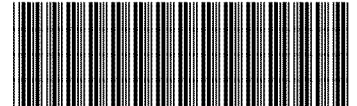
2 0 2 1

**You have certain rights** under Chapter 552 and 559, Government Code, to review, request and correct information we have on file about you. Contact us at 1-800-252-1381.

Taxpayer name <b>SMILEZ DENTAL OF MCKINNEY PLLC</b>		<input checked="" type="checkbox"/> Blacken circle if the mailing address has changed.	
Mailing address <b>5100 ELDORADO PKWY SUITE 103</b>		Secretary of State (SOS) file number or Comptroller file number	
City <b>MCKINNEY</b>	State <b>TX</b>	ZIP code plus 4 <b>75070</b>	<b>0802318182</b>

Blacken circle if there are currently no changes from previous year; if no information is displayed, complete the applicable information in Sections A, B and C.

Principal office <b>5100 ELDORADO PKWY STE 103, MCKINNEY, TX, 75070</b>
Principal place of business <b>5100 ELDORADO PKWY STE 103, MCKINNEY, TX, 75070</b>



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You must report officer, director, member, general partner and manager information as of the date you complete this report.

*Please sign below!*

**This report must be signed to satisfy franchise tax requirements.**

**SECTION A** Name, title and mailing address of each officer, director, member, general partner or manager.

Name <b>NIDHI JAISWAL</b>	Title <b>PRESIDENT</b>	Director <input type="checkbox"/> YES	Term expiration m m d d y y
Mailing address <b>4526 BURNHILL DR</b>	City <b>PLANO</b>	State <b>TX</b>	ZIP Code <b>75024</b>
Name <b>NEERAV JAYASWAL</b>	Title <b>VICE-PRESIDENT</b>	Director <input type="checkbox"/> YES	Term expiration m m d d y y
Mailing address <b>4526 BURNHILL DR</b>	City <b>PLANO</b>	State <b>TX</b>	ZIP Code <b>75024</b>
Name	Title	Director <input type="checkbox"/> YES	Term expiration m m d d y y
Mailing address	City	State	ZIP Code

**SECTION B** Enter information for each corporation, LLC, LP, PA or financial institution, if any, in which this entity owns an interest of 10 percent or more.

Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution <b>NONE</b>	State of formation	Texas SOS file number, if any	Percentage of ownership
Name of owned (subsidiary) corporation, LLC, LP, PA or financial institution	State of formation	Texas SOS file number, if any	Percentage of ownership

**SECTION C** Enter information for each corporation, LLC, LP, PA or financial institution, if any, that owns an interest of 10 percent or more in this entity.

Name of owned (parent) corporation, LLC, LP, PA or financial institution <b>NONE</b>	State of formation	Texas SOS file number, if any	Percentage of ownership
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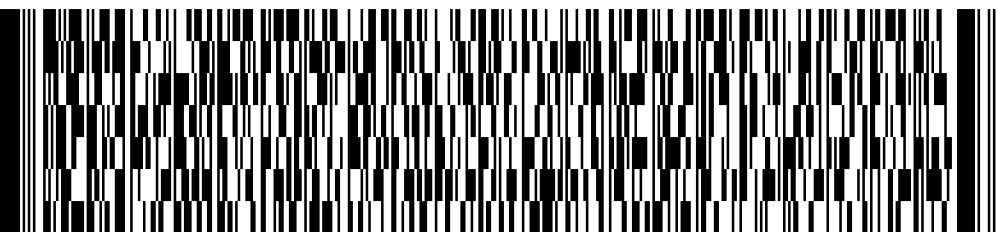
Registered agent and registered office currently on file (see instructions if you need to make changes)		You must make a filing with the Secretary of State to change registered agent, registered office or general partner information.	
Agent: <b>NIDHI JAISWAL</b>			
Office: <b>4150 ELDORADO PKWY 300</b>	City <b>MCKINNEY</b>	State <b>TX</b>	ZIP Code <b>75070</b>

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I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief, as of the date below, and that a copy of this report has been mailed to each person named in this report who is an officer, director, member, general partner or manager and who is not currently employed by this or a related corporation, LLC, LP, PA or financial institution.

sign here <b>SHIKHA MEHTA SHIKHA MEHTA</b>	Title <b>PRESIDENT</b>	Date <b>07/28/2021</b>	Area code and phone number <b>( 940 ) 595 - 4584</b>
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**Texas Comptroller Official Use Only**



VE/DE	<input type="checkbox"/>	PIR IND	<input type="checkbox"/>
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**Form 401  
(Revised 05/11)**

This space reserved for office use.

Submit in duplicate to:  
Secretary of State  
P.O. Box 13697  
Austin, TX 78711-3697  
512 463-5555  
FAX: 512/463-5709  
**Filing Fee: See instructions**



**Statement of Change of  
Registered Office/Agent**

**FILED**  
In the Office of the  
Secretary of State of Texas

**FEB 18 2022**  
**Corporations Section**

**Entity Information**

1. The name of the entity is:

Smilez Dental of McKinney PLLC.

*State the name of the entity as currently shown in the records of the secretary of state.*

2. The file number issued to the filing entity by the secretary of state is: 8802318182

3. The name of the registered agent as currently shown on the records of the secretary of state is:

Nidhi Jaiswal

Registered Agent Name

The address of the registered office as currently shown on the records of the secretary of state is:

4150 Eldorado Pkwy Ste 300	mckinney	TX	75070
<i>Street Address</i>	<i>City</i>	<i>State</i>	<i>Zip Code</i>

**Change to Registered Agent/Registered Office**

4. The certificate of formation or registration is modified to change the registered agent and/or office of the filing entity as follows:

Registered Agent Change  
(Complete either A or B, but not both. Also complete C if the address has changed.)

A. The new registered agent is an organization (cannot be entity named above) by the name of:

**OR**

B. The new registered agent is an individual resident of the state whose name is:

<i>First Name</i>	<i>M.I.</i>	<i>Last Name</i>	<i>Suffix</i>
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Registered Office Change

C. The business address of the registered agent and the registered office address is changed to:

5100 Eldorado Pkwy Ste 103	Mckinney	TX	75070
<i>Street Address (No P.O. Box)</i>	<i>City</i>	<i>State</i>	<i>Zip Code</i>

The street address of the registered office as stated in this instrument is the same as the registered agent's business address.

**RECEIVED**

EXHIBIT 2

Statement of Approval

The change specified in this statement has been authorized by the entity in the manner required by the BOC or in the manner required by the law governing the filing entity, as applicable.

Effectiveness of Filing (Select either A, B, or C.)

- A. [X] This document becomes effective when the document is filed by the secretary of state.
B. [ ] This document becomes effective at a later date, which is not more than ninety (90) days from the date of signing. The delayed effective date is:
C. [ ] This document takes effect upon the occurrence of a future event or fact, other than the passage of time. The 90th day after the date of signing is:

The following event or fact will cause the document to take effect in the manner described below:

[Empty box for event or fact]

Execution

The undersigned affirms that the person designated as registered agent has consented to the appointment. The undersigned signs this document subject to the penalties imposed by law for the submission of a materially false or fraudulent instrument and certifies under penalty of perjury that the undersigned is authorized to execute the filing instrument.

Date: 02/15/2022

[Handwritten signature]

Signature of authorized person

Midhi Jaiswal

Printed or typed name of authorized person (see instructions)



05-102  
(Rev.9-15/33)

**EXHIBIT 2**

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■ Taxpayer number

■ Report year

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Mailing address <b>5100 ELDORADO PKWY SUITE 103</b>		Secretary of State (SOS) file number or Comptroller file number <b>0802318182</b>	
City <b>MCKINNEY</b>	State <b>TX</b>	ZIP code plus 4 <b>75070</b>	

○ Blacken circle if there are currently no changes from previous year; if no information is displayed, complete the applicable information in Sections A, B and C.

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Name <b>NEERAV JAYASWAL</b>	Title <b>VICE-PRESIDENT</b>	Director <input type="checkbox"/> YES	Term expiration m m d d y y
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Mailing address	City	State	ZIP Code

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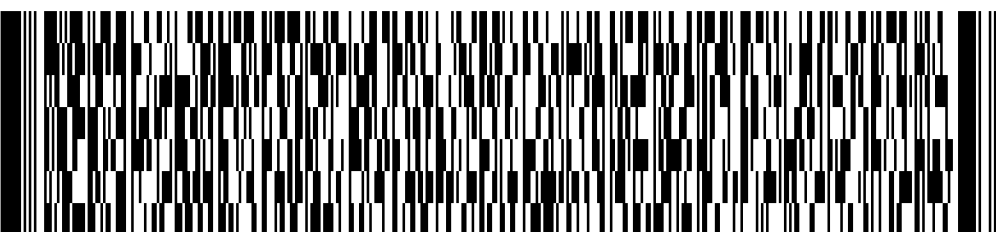
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Agent: <b>NIDHI JAISWAL</b>			
Office: <b>4150 ELDORADO PKWY 300</b>	City <b>MCKINNEY</b>	State <b>TX</b>	ZIP Code <b>75070</b>

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I declare that the information in this document and any attachments is true and correct to the best of my knowledge and belief, as of the date below, and that a copy of this report has been mailed to each person named in this report who is an officer, director, member, general partner or manager and who is not currently employed by this or a related corporation, LLC, LP, PA or financial institution.

sign here <b>SHIKHA MEHTA SHIKHA MEHTA</b>	Title <b>PRESIDENT</b>	Date	Area code and phone number <b>( 940 ) 595 - 4584</b>
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**Texas Comptroller Official Use Only**



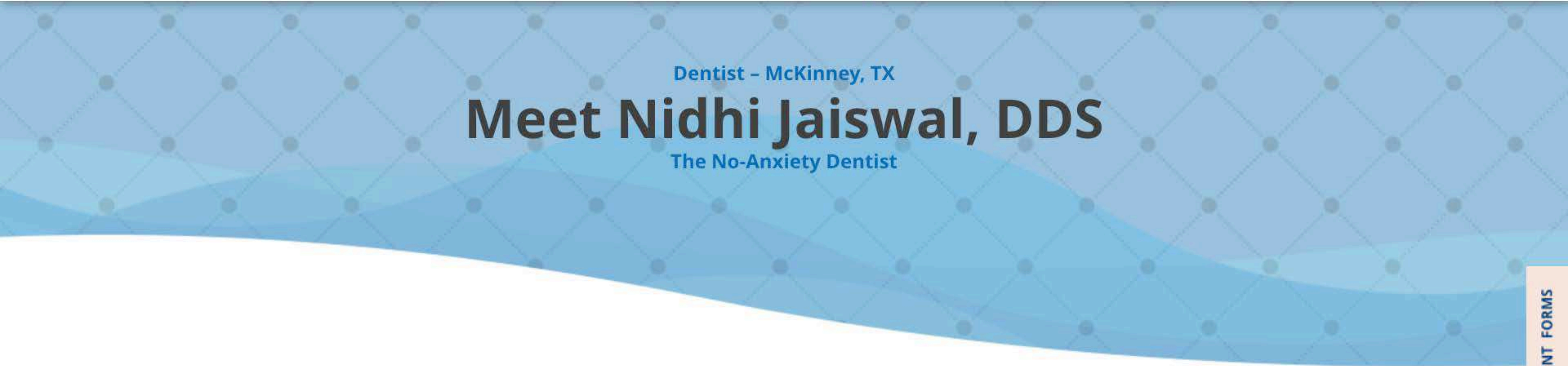
VE/DE	<input type="checkbox"/>	PIR IND	<input type="checkbox"/>
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5100 W. Eldorado Pkwy #103,  
McKinney, TX 75070

**Starlite Dental**  
Dr. Nidhi Jaiswal DDS  
*The No Anxiety Dentist*

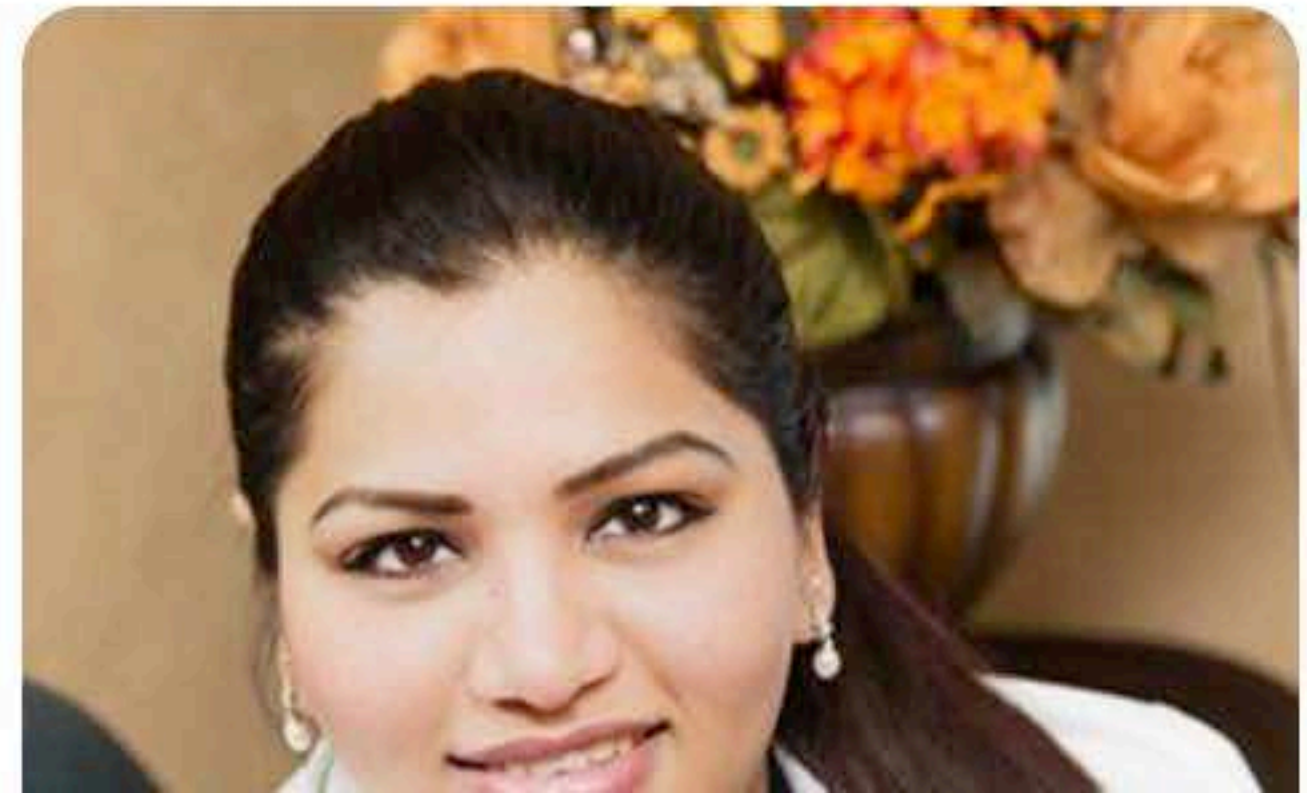
**SCHEDULE**  
AN APPOINTMENT ONLINE



Dentist - McKinney, TX

# Meet Nidhi Jaiswal, DDS

The No-Anxiety Dentist



Dr. Jaiswal loves to see her patients smile, she is dental nerd and loves teeth and she finds great passion in helping patients with anxiety.

If you struggle with dental-related anxiety and phobia in the McKinney area, rest assured that Dr. Jaiswal can lend a helping hand – after all, they call her the “No Anxiety Dentist!” She has been working in this field for a decade now and looks forward to caring for you and your family’s smiles in a comfortable, compassionate fashion. To learn more about her, keep reading below:

ONLINE PATIENT FORMS

EXHIBIT 3

Thursday, February 16, 2023

- View as Analog
- View as Digital
- Open Date & Time Preferences...

5100 W. Eldorado Pkwy #103,  
McKinney, TX 75070

**Starlite Dental**  
Dr. Nidhi Jaiswal DDS  
The No Anxiety Dentist

**SCHEDULE**  
AN APPOINTMENT ONLINE



WE VALUE  
**empathy**

ONLINE PATIENT FORMS

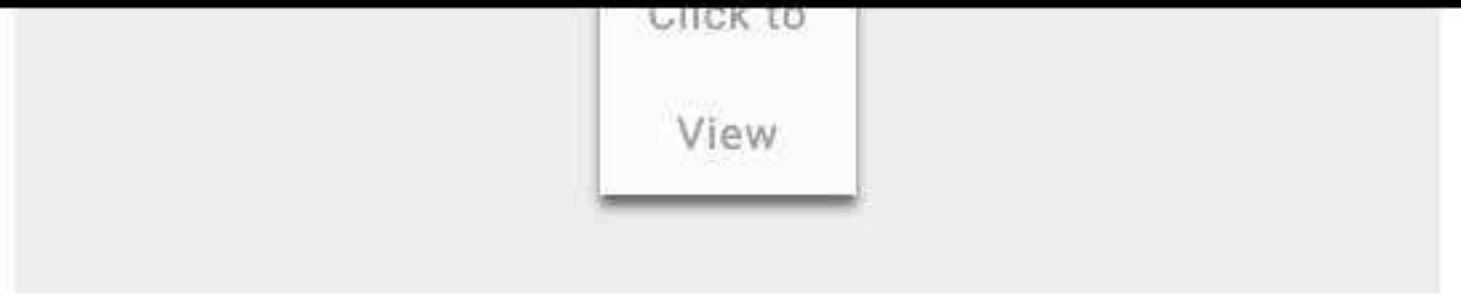
## Meet Dr. Jaiswal, The No-anxiety Dentist

Dr. Jaiswal, who has received recognition as a top dentist in Dallas, earned her Doctor of Dental Surgery from the VCU School of Dentistry in Richmond, Virginia. She also completed a two-year fellowship regarding dental implants in India, where she studied every aspect of implant placement and restoration. Through taking part in annual continuing education programs, Dr. Jaiswal offers the latest trends, techniques, and innovations in the industry, including placing multiple implants using the Hiossen guided surgery, so she can provide the most advanced dentistry to address a wide array of dental problems while helping patients stay relaxed in the chair at the same time.

When not donating her time and resources to her community, Dr. Jaiswal contributes to various patient care expert blogs with the mission of increasing awareness about dental health and wellness. Outside of the practice, Dr. Jaiswal enjoys spending time with her husband, a dentist currently serving in the U.S. military, and their three young children. She is a self-proclaimed "people person" and loves meeting and forming relationships new people whether out volunteering, spending time in her neighborhood, or at Starlite Dental.

## Treating the Patient, Not Just the Teeth

Whether it's time for your child's checkup or you're interested in implants or orthodontics, you can trust that Dr. Jaiswal and her team at Starlite Dental will always be able to meet your needs and exceed your expectations. "The joy that a new smile can bring someone is beyond compare, and I'm so happy that I have been able to help so many



## EXHIBIT 4

Search keyword report

January 1, 2022 - July 25, 2022

Keyword

[emergency dentist near me]  
[emergency dentist McKinney]  
[emergency dentist 75070]  
[emergency dentist appointment]  
[emergency toothache relief]  
[emergency dental care near me]  
[urgent dental care near me]  
[tooth pain relief]  
[no anxiety dentist]  
[no anxiety dentist mckinney tx]  
"Starlite Dental McKinney"  
"Starlite Dental McKinney Tx"  
[Starlite Dental McKinney Texas]  
[no anxiety dentist mckinney]  
[Starlite Dental]  
"Starlite Dental"  
"Dr. Jaiswal"  
"Dr. Jaiswal dentist"  
"Dr. Jaiswal dds"  
"Dr. Jaiswal McKinney"  
[dental office 75070]  
[dental clinic 75070]  
[best dentist 75070]  
[dentist 75070]  
[McKinney dentist]  
[dental clinic McKinney]  
[dentist without insurance]  
[dental cleaning without insurance]  
[dentist without insurance near me]  
[dental care for adults without insurance]  
[dental office McKinney]  
[dentist without insurance McKinney]  
[where can i get dental work done without insurance]  
[dentist without insurance 75070]  
[best dentist in McKinney]  
[find me a dentist]  
[local dentist with payment plans]  
find a dentist near me  
[dental office near me]  
affordable dentist near me

## EXHIBIT 4

[dentist nearby]  
[dentist close to me]  
[dentist that do payment plans]  
[dentist near me]  
[best dentist near me]  
[dentist that do payment plans McKinney]  
good dentist near me  
[dentist that take payment plans]  
[dentist that do payment plans near me]  
[dentist that do payment plans 75070]  
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[oral sedation dentistry]  
[fixed bridge dental]  
[porcelain crowns cost front teeth]  
[my dentist said i need a crown]  
[all on 4 dentures cost]  
[affordable dental implants]  
[Dentures near me]  
[dentist that put you to sleep near me]  
[extreme smile makeover]  
[fix broken tooth]  
[full mouth reconstruction cost]  
[full mouth makeover]  
[fix gap in teeth]  
[getting a crown on tooth]  
[invisalign]  
[invisalign costs]  
[Sleep Dentistry near me]  
[dental makeover]  
[root canal crown cost]  
[front teeth bridge]  
[Dental Crown]  
[cost of full mouth dental implants]  
[all on four dental implants near me]  
[snap on dentures]  
[denture and dental services]  
[dentist that do sedation]  
[permanent dentures McKinney]  
[invisalign dentist]  
[conscious sedation dentistry]  
[sedation dentistry near me]  
[dental bridge]  
[smile makeover]

## EXHIBIT 4

[permanent crown]  
[complete smile makeover]  
[full mouth restoration cost]  
[mini dental implants]  
[all on 4 dental implants]  
[all on 4 dental]  
[permanent dentures]  
[upper dentures]  
[upper partial denture]  
[affordable dentures in Mckinney]  
[dental crown price]  
[porcelain crowns front teeth]  
[full smile makeover]  
[same day dental crowns]  
[dental makeover near me]  
[Dental Crowns in Mckinney]  
[permanent dentures]  
[all on 4 dental implants cost near me]  
[full mouth dental implants Mckinney]  
[affordable dentures]  
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[invisalign dentist near me]  
[dentist that do invisalign]  
[dentist near me offering invisalign]  
[dentist that put you to sleep]  
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[cerec crown]  
[tooth bridge cost]  
[front tooth crown cost]  
[cosmetic dentistry smile makeover]  
[extreme teeth makeover]  
[fix chipped tooth]  
[dental crowns near me]  
[full mouth restoration with porcelain crowns cost]  
[Cosmetic dentist in Mckinney]  
[all on 4 dentures]  
[implant supported dentures cost]  
[implant supported dentures Mckinney]  
[childrens dentists]  
[toddler dentist near me]  
[baby tooth extraction]  
[delta dental ppo providers]  
[dentist that accept blue cross blue shield near me]

## EXHIBIT 4

[dentists that accept blue cross blue shield near me]  
[dentist office near insurance]  
[periodontal dentist near me]  
[bleeding gums during pregnancy]  
[teeth cleaning price]  
[laser teeth cleaning]  
[dental office]  
[good dentist near me]  
[pain free dentist near me]  
[dentist who take delta care insurance]  
[tartar removal]  
[gum disease tooth loss]  
[gums bleeding a lot]  
[bleeding gums from dip]  
[heavy tartar removal]  
[teeth cleaning cost]  
[teeth stain remover]  
[fun kids dentist]  
[emergency dentist for kids]  
[kids dentist near me]  
[dentistry for kids]  
[pediatric dentist medicaid]  
[loose tooth]  
[teeth scaling]  
[dental deep cleaning]  
[stop bleeding gums]  
[dentist teeth cleaning]  
[dentist open near]  
[kid friendly dentist]  
[dentist for kids near me]  
[children's pediatric dentistry]  
[dentists who take united concordia insurance]  
[gum disease treatment]  
[bleeding gums]  
[gum inflammation treatment]  
[deep cleaning cost]  
[teeth feel loose]  
[dental deep cleaning necessary]  
[my teeth feel loose]  
[bleeding gums after flossing]  
[teeth cleaning near me]  
[family dentistry]  
[dentist near me reviews]

## EXHIBIT 4

[good dentist in my area]  
[pediatric dental group]  
[special needs dentist]  
[childrens dentist near me]  
[pediatric dental specialists]  
[delta dental ppo near me]  
[delta ppo dentist near me]  
[periodontal disease]  
[wiggly tooth]  
[gums randomly bleeding]  
[the best dentist near me]  
[children dentist]  
[children's dental clinic]  
[blue cross blue shield find a dentist]  
[dental scaling]  
[gum pockets]  
[is periodontal disease curable]  
[swollen and bleeding gums]  
[family dentistry near me]  
[five star dentist near me]  
[toddler dentist]  
[pediatric dentist that accept medicaid]  
[permanent dentures Mckinney]  
[denture implants]  
[invisalign braces]  
[invisalign vs braces]  
[how much is invisalign]  
[iv sedation dentistry]  
[iv sedation dentistry near me]  
[cosmetic dentistry cost]  
[tooth bridge]  
[full mouth rehabilitation]  
[implant supported dentures]  
[all on four dentures]  
[denture dentist near]  
[Affordable dentures near me]  
[can invisalign fix gap and overbite]  
[dentist that use sedation near me]  
[full mouth reconstruction]  
[average cost of dental bridge]  
[cosmetic dentistry near me]  
[gold crown tooth]  
[fix my smile]

## EXHIBIT 4

[affordable smile makeover]  
[teeth reconstruction]  
[denture repair]  
[denture implants cost]  
[partial denture for one tooth]  
[invisalign near me]  
[sleep dentistry]  
[porcelain crown]  
[porcelain teeth]  
[smile makeover cost]  
[same day crowns]  
[getting crowns on front teeth]  
[broken crown tooth]  
[Mckinney Cosmetic Dentist]  
[full mouth dental implants]  
[false teeth]  
[flexible dentures]  
[invisalign cost]  
[sedation dentistry]  
[tooth crown cost]  
[teeth reconstruction cost]  
[porcelain teeth caps]  
[teeth makeover]  
[smile makeover near me]  
[full mouth crowns]  
[full dental implants cost]  
[all on 4 implants cost]  
[affordable dentures locations]  
[sedation dentistry cost]  
[tooth crown]  
[cosmetic smile makeover]  
[affordable dental crowns]  
[dental cap]  
[my dentist told me i need a crown]  
[permanent dentures cost]  
[all on 4 implants]  
[denture repair near me]  
[partial dentures for front teeth]  
[False teeth in McKinney]  
[invisalign alternatives]  
[full sedation dentist near me]  
[cosmetic dentistry]  
[full mouth restoration]

## EXHIBIT 4

[dental crown front tooth]  
[smile makeover prices]  
[recrement crown cost]  
[Dentist who does cosmetic]  
[all on 4]  
[all on four cost]  
[missing teeth]  
[tooth abscess]  
[emergency dental care near me]  
[cost of veneers for whole mouth]  
[veneers price near me]  
[dentist that accept payment plans near me]  
[dentist that offer payment plans in Mckinney]  
[broken tooth]  
[emergency dental clinic]  
[emergency tooth extraction]  
[wisdom tooth infection]  
[tooth abscess treatment]  
[dental abscess]  
[self pay dentist near me]  
[teeth veneers cost]  
[local dentist with payment plans]  
[signs of tooth infection]  
[dental cleaning cost without insurance]  
[how much do veneers cost]  
[dentist that take payment plans]  
[porcelain veneers in Mckinney]  
[dentists that offer payment plans near me]  
[dentist that do payment plans near me]  
[cracked tooth]  
[emergency dentist in my area]  
[abscess in mouth]  
[dental care for adults without insurance]  
[night guard for teeth]  
[Custom Night Guards]  
[toothache pain]  
[dental costs without insurance]  
[dental veneers]  
[porcelain veneers near me]  
[affordable veneers near me]  
[dentist that do payment plans Mckinney]  
[gum abscess]  
[tooth infection symptoms]

## EXHIBIT 4

[severe tooth pain]  
[cavity pain]  
[tooth abscess symptoms]  
[painful swollen gums]  
[dentist without insurance near me]  
[best veneers]  
[dental veneers procedure]  
[veneers vs crowns]  
[best veneer dentist near me]  
[dental veneers McKinney]  
[best night guard]  
[Custom Night Guard McKinney]  
[fractured tooth]  
[emergency dentist]  
[emergency dental care]  
[emergency dentist near me]  
[dentist without insurance]  
[composite veneers]  
[best veneers online]  
[McKinney porcelain veneers]  
[dental discount plans]  
[dentist that do payment plans]  
[dentist payment plans near me]  
[urgent dental care]  
[no insurance dental care]  
[veneers cost]  
[dentist that offer payment plans]  
[dental abscess symptoms]  
[no insurance dentist near me]  
[veneer teeth]  
[lumineers]  
[dental veneers near me]  
[best snap on veneers]  
[who does veneers near me]  
[McKinney Night Guards]  
[dental flipper]  
[denture specialist near me]  
[Childrens dentist near me]  
[dentist for Children near me]  
[bleeding gums causes]  
[sore bleeding gums]  
[dental deep cleaning cost]  
[bleeding gums without brushing]

## EXHIBIT 4

[top rated dentist near me]  
[the best dentist in my area]  
[pediatric dentist]  
[best pediatric dentist]  
[pediatric dentistry and orthodontics]  
[dentist office for kids]  
[best pediatric dentist near me]  
[children's dental near me]  
[delta dental ppo dentists]  
[dentist that accept blue cross]  
[irritated gums]  
[Mckinney periodontal disease]  
[dental clinics in my area]  
[dentistry for children]  
[kids dental near me]  
[gingivitis treatment]  
[periodontal scaling and root planing]  
[deep cleaning teeth]  
[teeth bleeding]  
[gums bleed easily]  
[loose adult tooth]  
[dentist near me]  
[general dentist near me]  
[top dentists in my area]  
[pediatric dentist near me]  
[best kids dentist near me]  
[delta dental participating dentists]  
[delta dental in network dentist]  
[gum disease]  
[sensitive gums]  
[my gums are bleeding]  
[my tooth is loose]  
[gum disease mckinney]  
[pain free dentistry]  
[dental office near me]  
[top rated dentist in my area]  
[a tooth doctor for kids]  
[baby dentist near me]  
[ppo dentist near me]  
[delta dental ppo dentists near me]  
[dentist who take unitedhealthcare insurance]  
[periodontal surgery]  
[gums bleeding for no reason]

## EXHIBIT 4

[childrens dentist]  
[pediatric dental care]  
[kids dental]  
[tooth doctor for kids]  
[children dentist near me]  
[pediatric dental clinics]  
[pediatric dentist that take medicaid]  
[pediatric dentists in my area]  
[periodontal disease treatment]  
[periodontist near me]  
[periodontal dentist]  
[my gums are swollen]  
[removing plaque from teeth]  
[emergency dental services]  
[urgent dental care near me]  
[pus in gums]  
[teeth hurt with cold]  
[dentists that accept no insurance]  
[dental veneers cost]  
[Night guards]  
[dental payment plans]  
[root canal infection]  
[emergency toothache relief]  
[throbbing tooth pain]  
[dentist no insurance]  
[dental cleaning without insurance]  
[porcelain veneers]  
[cost of veneers]  
[best dentist for veneers]  
[night guard for tmj]  
[Dental Night Guards]  
[dentist in mckinney tx]  
"starlite dental mckinney"  
[price of dental implants]  
[best dental implants cost]  
[dentist office in mckinney texas]  
"nidhi jaiswal"  
[dental implant surgery]  
[full dental implants]  
+starlite +Dental  
"jaiswal dental"  
[starlite dental mckinney texas]  
[mini dental implants]

## EXHIBIT 4

[affordable dental implants near me]  
[implant restoration]  
[dentist mckinney]  
[implant dentistry]  
[average cost of dental implants]  
[Cost of Dental implants in Mckinney]  
[mckinney dentist]  
[affordable dental implants]  
[cost of a dental implant]  
[implant bridge]  
[dentist in mckinney texas]  
[starlite dental]  
[implant dentist]  
[teeth implants near me]  
[dentist office in mckinney tx]  
[nidhi jaiswal dds]  
[dental implants]  
[best dental implant dentist]  
[tooth replacement cost]  
[mckinney dentistry]  
[mckinney dentists texas]  
[starlite dental mckinney tx]  
[front tooth implant]  
[dental implants near]  
[best dental implant prices]  
[dentists mckinney tx starlite dental]  
[mckinney dental]  
[dentist office in mckinney]  
[best dental implants]  
[best dental implants near me]  
starlite dental 5100 W Eldorado Pkwy 103 McKinney TX 75070  
[dr nidhi jaiswal]  
[mckinney starlite dental clinic]  
[tooth implant]  
[cost of dental implant]  
[dental implants cost near me]  
[denture implants near]  
[Dental Implants in Mckinney]

## EXHIBIT 4

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 ID: 6255085

Report type: position\_tracking\_rankings\_overview  
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Keyword	*.starlitedental.com/*_20220725	*.starlitedental.com/*_20220725_type	*.starlitedental.com/*_20220725_landing	*.starlitedental.com/*_difference	Tags	Intents	CPC	Search Volume
nidhi jaiswal	1	site links   indented	https://www.starlitedental.com/	0		c	n/a	10
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starlite dental mckinney tx	1	site links   indented	https://www.starlitedental.com/	0		i   t	n/a	10
no anxiety dentist	1	local	http://www.starlite dental.com/?UTM_source=GMB_listing&UTM_medium=organic	0		c	n/a	n/a
porcelain veneers mckinney	4	organic	https://www.starlitedental.com/porcelain-veneers.html	4		c	n/a	10
sedation dentistry mckinney tx	6	organic	https://www.starlitedental.com/sedation-dentistry.html	2		c	n/a	10
sedation dentistry mckinney	6	organic	https://www.starlitedental.com/sedation-dentistry.html	4		c	n/a	10
porcelain veneers mckinney tx	6	organic	https://www.starlitedental.com/porcelain-veneers.html	1		c	n/a	10

EXHIBIT 4

veneers mckinney tx	6 organic	<a href="https://www.starlit-edental.com/porcelain-veneers.html">https://www.starlit-edental.com/porcelain-veneers.html</a>	4	c	n/a	10
cosmetic dentist mckinney	10 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	3	c	6.03	30
mckinney tx cosmetic dentist	12 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	-1	c	n/a	10
cosmetic dentistry mckinney tx	13 indented	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	-2	c	7.18	20
cosmetic dentist	16 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	27	c	6.47	170
mckinney dentist reviews	18 organic	<a href="https://www.starlit-edental.com/reviews.html">https://www.starlit-edental.com/reviews.html</a>	-9	c	6.4	20
dental implants mckinney tx	19 organic	<a href="https://www.starlit-edental.com/dental-implants.html">https://www.starlit-edental.com/dental-implants.html</a>	11	c	7.82	10
mckinney tx dental implants	20 organic	<a href="https://www.starlit-edental.com/dental-implants.html">https://www.starlit-edental.com/dental-implants.html</a>	9	c	n/a	10
dental implants mckinney	22 organic	<a href="https://www.starlit-edental.com/dental-implants.html">https://www.starlit-edental.com/dental-implants.html</a>	7	c	10.18	30
dental implants in mckinney	23 organic	<a href="https://www.starlit-edental.com/dental-implants.html">https://www.starlit-edental.com/dental-implants.html</a>	2	c	7.61	10
dentist mckinney tx	24 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	23	c	12.17	260
best dentist in mckinney	25 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	18	c	8.3	30

EXHIBIT 4

mckinney dentist	26 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	29	c	9.94	880
dental office mckinney tx	28 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	-2	c	9.3	10
emergency dentist mckinney tx	30 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	7	c	6.76	20
emergency dentist mckinney	31 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	9	c	7.46	40
dental crowns mckinney tx	33 organic	<a href="https://www.starlit-edental.com/dental-crowns.html">https://www.starlit-edental.com/dental-crowns.html</a>	6	c	n/a	10
mckinney dental implants	35 organic	<a href="https://www.starlit-edental.com/dental-implants.html">https://www.starlit-edental.com/dental-implants.html</a>	-6	c	n/a	10
emergency dentist in mckinney	36 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	3	c	n/a	10
teeth whitening mckinney tx	41 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	13	c	n/a	10
periodontics mckinney tx	56 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	36	c	n/a	10
invisalign mckinney tx	57 organic	<a href="https://www.starlit-edental.com/cosmetic-dentistry.html">https://www.starlit-edental.com/cosmetic-dentistry.html</a>	5	c	n/a	10
teeth whitening mckinney	57 organic	<a href="https://www.starlit-edental.com/">https://www.starlit-edental.com/</a>	6	c	5.14	10
invisalign mckinney	68 organic	<a href="https://www.starlit-edental.com/cosmetic-dentistry.html">https://www.starlit-edental.com/cosmetic-dentistry.html</a>	8	c	n/a	20

EXHIBIT 4

mckinney invisalign	69 organic	<a href="https://www.starlit-edental.com/cosmetic-dentistry.html">https://www.starlit-edental.com/cosmetic-dentistry.html</a>	6	c	n/a	10
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