

11-25-1998

HEET

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

10-30-98



NLY

100910835

To the Honorable Commissioner of

Please return the attached original documents or copy thereof.

1. Name of conveying party(ies):
 VIVA OPTIQUE, INC.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation - State of New Jersey
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
 EYE CARE CENTERS OF AMERICA, INC.
 11103 West Avenue
 San Antonio, Texas 78213

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation - State of Texas
 Other _____

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: July 30, 1998

Domestic representative is attached: Yes No
 Additional name(s) & address(es) attached? Yes No

4. (A.) Trademark Application No.(s)
 75/157241

4. (B.) Trademark Reg
 2074262 10-30-1998
 2061919 U.S. Patent & TMO/TM Mail Rpt Dt. #64

Additional numbers attached? Yes No

5. Correspondence should be mailed to:
VICTOR M. TANNENBAUM
ABELMAN, FRAYNE & SCHWAB
 150 East 42nd Street
 New York, New York 10017
 11/20/1998 JWATKINS 00000127 2074262

01 FC:481 40.00 OP
 02 FC:482 50.00 OP

6. Total number of applications and registrations involved:..... **3**

7. Total fee (37 CFT 3.41): \$ 90.00 *E*
 Enclosed
 (The said Deposit Account should be charged for any official fee not fully covered by the enclosed check)
 Authorized to be charged to deposit account
 Deposit account number: 01-0035
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

8. Statement and signature.
To the best of my knowledge and belief the foregoing information is true and correct and any attached copy is a true copy of the original document.

VICTOR M. TANNENBAUM *[Signature]* 10/30/98
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet, attachments and documents: **5**

ASSIGNMENT

WHEREAS, VIVA OPTIQUE, INC., a corporation organized and existing under the laws of the State of New Jersey, with an office at 3140 Route 22 West, City of Somerville, State of New Jersey 08876, United States of America (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademarks registered in the United States Patent and Trademark Office:

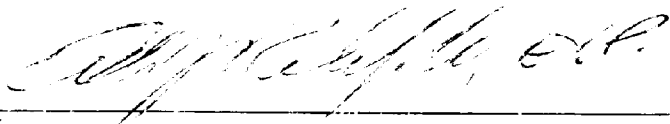
<u>Trademark</u>	<u>Number</u>
BLUE MOON	2074262
ROBERT MITCHEL Logo	75/157241 (Appl.)
SOUTH HAMPTON	2061919

AND WHEREAS, EYE CARE CENTERS OF AMERICA, INC., a corporation organized and existing under the laws of the State of Texas, located at 11103 West Avenue, City of San Antonio, State of Texas 78213, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, is right, title and interest in and to the said trademarks, trademark registrations, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 30th day of July, 1998

VIVA OPTIQUE, INC.

By 
 Title EXECUTIVE VICE PRESIDENT