



12-04-1998



11-12-1998

U.S. Patent & TMOfo/TM Mail Rcpt Dt. #39

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FORM PTO-1594  
1-31-92

RECORDATION FORM COVER SHEET U.S. DEPARTMENT OF COMMERCE  
**TRADEMARKS ONLY** Patent and Trademark Office

Tab settings    ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

11-12-98

1. Name of conveying party(ies):

Gentex Optics, Inc.

- Individual(s)
- General Partnership
- Corporation-State- Delaware
- Other \_\_\_\_\_
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: June 30, 1998

2. Name and address of receiving party(ies):

Name: LensCrafters, Inc.

Internal Address: \_\_\_\_\_

Street Address: 8650 Governor's Hill Dr.

City: Cincinnati State: OH ZIP: 45249

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Ohio
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from Assignment)  
Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,903,474

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Susan Mack

Internal Address: LensCrafters, Inc.  
Legal Services Department

Street Address: 8650 Governor's Hill Dr.

City: Cincinnati State: OH ZIP: 45249

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Susan Mack  
Name of Person Signing

Susan Mack  
Signature

10-29-98  
Date

Total number of pages comprising cover sheet: 3

OMB No. 0851-0011 (exp. 4/94)

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TRADEMARK  
REEL: 1822 FRAME: 0281

## **TRADEMARK ASSIGNMENT**

WHEREAS, **GENTEX OPTICS, INC.**, a(n) Delaware corporation, having an address of Belmont Street, Carbondale, PA 18407, (hereinafter referred to as "ASSIGNOR"), has adopted, is using and is the owner of all right, title, and interest in and to the MVP trademark (hereinafter the "Mark"), including the corresponding United States trademark registration number 1,903,474; and

WHEREAS, **LENSCRAFTERS, INC.**, an Ohio corporation, having an address of 8650 Governor's Hill Drive, Cincinnati, Ohio, 45249 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entirety of ASSIGNOR'S right, title and interest in and to the Mark;

WHEREAS, the parties have entered into the Purchase Agreement dated June 30, 1998 1998 (the "Agreement");

NOW, THEREFORE, in consideration of the mutual covenants contained herein and the sum in the Purchase Agreement, and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR, hereby sells, assigns, transfers and sets over, unto ASSIGNEE, its successors, legal representatives and assigns, ASSIGNOR'S entire right, title and interest in, to and under:

1. The Mark, together with the goodwill of ASSIGNOR'S business appertaining thereto and/or symbolized thereby;
2. Any and all other rights, privileges and priorities of ASSIGNOR provided under United States, state or foreign law with respect to the Mark, including without limitation common law rights and rights under the laws of unfair competition ("Related Rights");
3. Any and all rights to contest, protest or sue at law or in equity for any infringement, imitation, impairment, distortion, dilution or other unauthorized use or conduct in derogation of the Mark and Related Rights occurring prior to the date of execution of this Assignment, including the right to receive all proceeds and damages therefrom; and
4. Any and all rights to obtain renewal of registration or other legal protections pertaining to the Mark and Related Rights.

ASSIGNOR shall, without further consideration, comply with any reasonable request by ASSIGNEE, at ASSIGNEE'S expense, to execute promptly any additional documents and take promptly any further action reasonably necessary to protect, secure and vest good, valid and marketable title to the Mark and Related Rights in ASSIGNEE and to record this Assignment with all appropriate authorities (including any documents necessary to record this Assignment in countries foreign to the United States).

IN WITNESS WHEREOF, the undersigned representative of ASSIGNOR has caused this Assignment to be duly executed and delivered as of the 30th day of June, 1998.

**GENTEX OPTICS, INC.**

By: *Andrew M. Weir*  
Name: Andrew M. Weir  
Title: Director of Sales  
Date: June 30, 1998

STATE OF

) Massachusetts

COUNTY OF

) SS:  
) Worcester

Sworn to and subscribed before me this 30th day of June, 1998.

*Rae S. Jazdzinski*  
Notary Public  
*My Commission Expires*  
*4-6-2001*

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