

1592520

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

05-25-1999

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK



101013650

OPR/FINANCE

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger  Effective Date  
Month Day Year \_\_\_\_\_
- Change of Name
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Name NEW WEST EYEWORKS, INC.

Execution Date  
Month Day Year  
02261999

Formerly WESTERN STATES OPTICAL, INC.

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name VISTA EYECARE, INC.

DBA/AKATA NATIONAL VISION ASSOCIATES, LTD.

Composed of \_\_\_\_\_

Address (line 1) 296 GRAYSON HIGHWAY

Address (line 2) \_\_\_\_\_

Address (line 3) LAWRENCEVILLE

GEORGIA

30045-5793

- Individual  General Partnership  Limited Partnership
- Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization GEORGIA

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

03/16/1999 DNGUYEN 00000077 1592520

FOR OFFICE USE ONLY

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01 FC:481 40.00 OP  
02 FC:482 75.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practices. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 1867 FRAME: 0515

FORM PTO-1618B  
Expires 06/30/99  
OMB 0691-0077

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RECEIVED

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

**Domestic Representative Name and Address** Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address** Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages** Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**  Mark if additional numbers attached  
Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1592520"/>	<input type="text" value="1591819"/>	<input type="text" value="1857087"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2057099"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties** Enter the total number of properties involved. #

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed  Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**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. Charges to deposit account are authorized, as indicated herein.

MITCHELL GOODMAN

VICE PRESIDENT, GENERAL COUNSEL & SECRETARY

2/26/99

Name of Person Signing

Signature

Date Signed

**TRADEMARK ASSIGNMENT**

This assignment ("the Assignment") is made effective as of the 23rd day of October 1998, by and between New West Eyeworks, Inc., a Delaware corporation (f/k/a Western States Optical, Inc., an Arizona corporation) ("Assignor") and Vista Eyecare, Inc. (f/k/a National Vision Associates, Ltd.), a Georgia corporation ("Assignee").

Recitals

- A. Whereas Assignor has adopted and used the mark VISTA OPTICAL CENTERS, which is registered in the United States Patent and Trademark Office, as Registration No. 1,591,819 as a trademark (International Class 9), registered April 17, 1990, and as Registration No. 1,592,520 as a service mark (International Class 42), registered April 17, 1990, and also is registered at the state level, *inter alia* with the Colorado Secretary of State, File No. 19891089139 (the "Mark"); and
- B. Assignee wishes to acquire the Mark, its registrations, and all rights thereto;

The parties agree as follows:

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to the Assignee all rights, title, and interest in and to the Mark, together with any good will of the business symbolized by the Mark, and the Mark's above identified registrations as well as its other state registrations, if any.

NEW WEST EYEWORKS, INC.

By: [Signature]  
Mitchell Goodman

Title: Vice President, General Counsel  
and Secretary

Date: March 11, 1999

[Signature]  
Notary Public

Notary Public, DeKalb County, Georgia  
My Commission Expires July 16, 2002

VISTA EYECARE, INC.

By: [Signature]  
Mitchell Goodman

Title: Senior Vice President,  
General Counsel and Secretary

Date: March 11, 1999

[Signature]  
Notary Public

Notary Public, DeKalb County, Georgia  
My Commission Expires July 16, 2002

[trademarkassignVistaOp.doc]

CRM

**TRADEMARK ASSIGNMENT**

This assignment ("the Assignment") is made effective as of the 23rd day of October 1998, by and between New West Eyeworks, Inc., a Delaware corporation ("Assignor") and Vista Eyecare, Inc. (f/k/a National Vision Associates, Ltd.), a Georgia corporation ("Assignee").

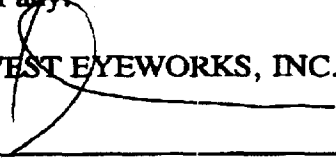
Recitals

- A. Whereas Assignor has adopted and used the service mark LEE OPTICAL, which is registered in the United States Patent and Trademark Office, Registration No. 1,857,087, registered October 4, 1994 (the "Mark"); and
- B. Assignee wishes to acquire the Mark, its registrations, and all rights thereto;

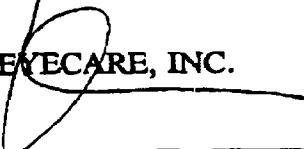
The parties agree as follows:

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to the Assignee all rights, title, and interest in and to the Mark, together with any good will of the business symbolized by the Mark, and the Mark's above identified registration, as well as its state registrations, if any.

NEW WEST EYEWORKS, INC.

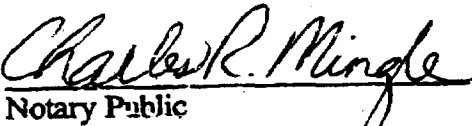
By:   
 Mitchell Goodman  
 Title: Vice President, General Counsel and Secretary  
 Date: March 11, 1999

VISTA EYECARE, INC.

By:   
 Mitchell Goodman  
 Title: Senior Vice President, General Counsel and Secretary  
 Date: March 11, 1999

  
 Notary Public

Notary Public, DeKalb County, Georgia  
My Commission Expires July 16, 2002

  
 Notary Public

Notary Public, DeKalb County, Georgia  
My Commission Expires July 16, 2002

## TRADEMARK ASSIGNMENT

This assignment ("the Assignment") is made effective as of the 23rd day of October 1998, by and between New West Eyeworks, Inc., a Delaware corporation ("Assignor") and Vista Eyecare, Inc. (f/k/a National Vision Associates, Ltd.), a Georgia corporation ("Assignee").

### Recitals

- A. Whereas Assignor has adopted and used the service mark ALEXIS VISION, which is registered in the United States Patent and Trademark Office, Registration No. 2,057,099, registered April 29, 1997 (the "Mark"); and
- B. Assignee wishes to acquire the Mark, its registrations, and all rights thereto;

The parties agree as follows:

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to the Assignee all rights, title, and interest in and to the Mark, together with any good will of the business symbolized by the Mark, and the Mark's above identified registration, as well as its state registrations, if any.

NEW WEST EYEWORKS, INC.

By: Mitchell Goodman

Title: Vice President, General Counsel  
and Secretary

Date: March 11, 1999

VISTA EYECARE, INC.

By: Mitchell Goodman

Title: Senior Vice President,  
General Counsel and Secretary

Date: March 11, 1999

Charles R. Mingle  
Notary Public

Notary Public, DeKalb County, Georgia  
My Commission Expires July 16, 2002

Charles R. Mingle  
Notary Public

Notary Public, DeKalb County, Georgia  
My Commission Expires July 16, 2002

[trademark assign Alexis V. doc]  
CRM