

09-28-2000

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To the Honorable Commissioner of Pa

Attached original documents or copy thereof.

101475551

1. Name of conveying party(ies):

Manny V. Salzman  
and  
Estate of Jack Schulsinger, by  
Sheldon Schulsinger, Estate Representative

- Individual(s)
- General Partnership
- Corporation-State
- Other Decedent's Estate
- 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: September 11, 2000

Address of receiving party(ies):

Name: Optical Fashion Center, Inc.

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

Street Address: 309 N. Beverly Drive

City: Beverly Hills State: CA ZIP: 90210

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

1,717,772

Additional numbers attached?  Yes  No

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

Name: Gary S. Phillips, Esq.

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

Street Address: Law Office of Gary S. Phillips

9777 Wilshire Blvd., Suite 805

City: Beverly Hills State: CA ZIP: 90212

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

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40.00

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.

Gary S. Phillips  
Name of Person Signing

September 12, 2000

Date

Total number of pages comprising cover sheet: \_\_\_\_\_

- 1 -

**UNITED STATES OF AMERICA  
ASSIGNMENT OF TRADEMARK**

**WHEREAS**, MANNY V. SALZMAN, ("Salzman") a citizen of the United States, and JACK SCHULSINGER ("Schulsinger"), a citizen of the United States, own the Trademark "MAX & CO." (the "Trademark"); and

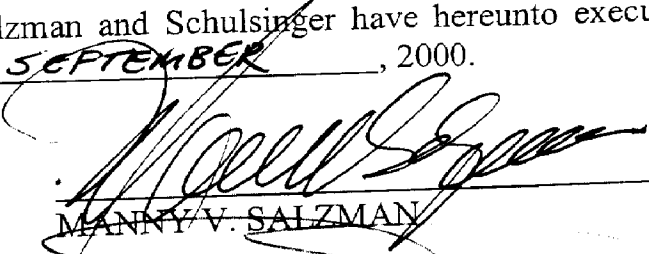
**WHEREAS**, the Trademark is registered in the United States Patent and Trademark Office as Registration Number 1,717,772, (the "registration"); and

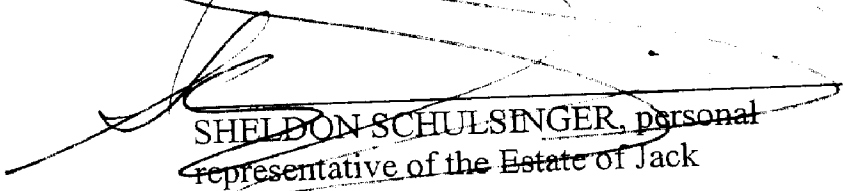
**WHEREAS**, Salzman and Schulsinger assigned the Trademark to their wholly-owned corporation, Optical Fashion Center, Inc., a California corporation, ("Optical Fashion Center, Inc.") for its use but Schulsinger died prior to executing a formal written assignment; and

**WHEREAS**, Optical Fashion Center, Inc. desire to have Salzman and SHELDON SCHULSINGER ("Sheldon Schulsinger"), the personal representative of Schulsinger's estate, to execute a written assignment of the Trademark, and Salzman and Sheldon Schulsinger desire to execute a written assignment, to record such assignment with the United States Patent and Trademark Office and otherwise to do all things necessary to make such assignment a matter of public record;

**NOW THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Salzman, individually, and Sheldon Schulsinger, as the personal representatives of Schulsinger's estate for and on behalf of the estate, the beneficiaries of the estate and their heirs, successors and assigns, by these presents do sell, assign and transfer unto Optical Fashion Center, Inc., a California corporation and its successors and assigns, all right, title and interest in and to the Trademark "MAX & CO." and the registration thereof, together with that part of the goodwill of Salzman and Schulsinger's business connected with the use of and symbolized by the said Trademark.

**IN WITNESS WHEREOF**, Salzman and Schulsinger have hereunto executed this Assignment this 11<sup>th</sup> day of SEPTEMBER, 2000.

  
MANNY V. SALZMAN

  
SHELDON SCHULSINGER, personal  
representative of the Estate of Jack  
Schulsinger

STATE OF CALIFORNIA

COUNTY OF LOS ANGELES

}  
}  
}

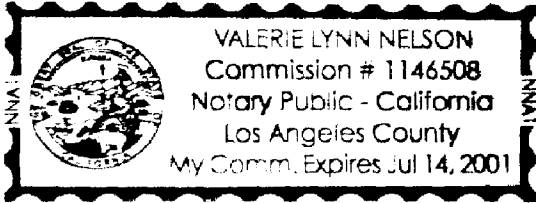
SS.

On Sept. 11th, 2000, before me, a Notary Public in and for said County and State, personally appeared SHELDON SCHULSINGER, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument as the personal representative of the Estate of Jack Schulsinger and acknowledged that he executed the same.

WITNESS my hand and official seal.

*Valerie Lynn Nelson*

Notary Public in and for  
said County and State



FROM : KENNETH B. DUBOIS ESQ.

TRADEMARK  
REEL: 002149 FRAME: 0760

PAGE 21 2000  
PHONE NO. : 213 475 1

STATE OF CALIFORNIA            )  
  )  
COUNTY OF LOS ANGELES        )            ss.

On September 11, 2000, before me, a Notary Public in and for said County and State, personally appeared MANNY SALZMAN, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged that he executed the same.

WITNESS my hand and official seal.



\_\_\_\_\_  
Notary Public in and for  
said County and State



[seal]