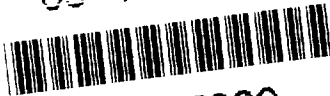


09-11-2002



102217229
MARKS ONLY

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Tab settings ⇌ ⇌ ⇌ ▼ ▼ ▼ ▼ ▼ ▼ ▼

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

1. Name of conveying party(ies):

Cliff Weil, Inc.

9-4-02

- Individual(s)
- General Partnership
- Corporation-State Virginia
- 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: 07/03/2002

2. Name and address of receiving party(ies)

Name: I-Deal Optics, Inc.

Internal

Address:

Street Address: 840 East Lewiston

City: Ferndale State: MI Zip: 48220

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Michigan
- 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) 1,442,880

Additional number(s) attached Yes No

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

Name: Arnold S. Weintraub

Internal Address:

Street Address: 38505 Woodward Avenue, #2000

City: Bloomfield Hills State: MI Zip: 48304

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:

50-0404

OFFICE OF PATENT RECORDS
2002 SEP -11 PM 3:22
FINANCE SECTION

DO NOT USE THIS SPACE

9. Signature.

Arnold S. Weintraub

Name of Person Signing

Arnold S. Weintraub
Signature

August 30, 2002

Date

Total number of pages including cover sheet, attachments, and document: 3

09/10/2002 DBYRNE 00000102 1442880

01 FC:481

40.00 00

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002578 FRAME: 0464

TRADEMARK/SERVICEMARK ASSIGNMENT

WHEREAS, Cliff Weil, Inc., a corporation organized and existing under the laws of the State of Virginia, and having its office and place of business at Cliff Weil Building, 8043 Industrial Park Road, Mechanicsville, Virginia 23111, hereinafter referred to as Assignor, has acquired and owns all right, title and interest to the trademark/servicemark (the "Mark"), Registration No. 1,442,880, which is the subject matter of the Petition for Cancellation, Cancellation No. 31,856, filed in the United States Patent and Trademark Office on August 11, 2000, and the goodwill of the business associated with and symbolized by the Mark.


WHEREAS, I-Deal Optics, Inc., a corporation organized and existing under the laws of the State of Michigan having its principal office and place of business at 840 East Lewiston, Ferndale, Michigan 48220, hereinafter referred to as Assignee, is desirous of acquiring all rights in said Mark, together with the goodwill of the business with which said Mark is used, and which is associated with and symbolized by said Mark and the right to recover for past infringement of said Mark;

TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of the sum of One Dollar and 00/100 (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged by said Assignor, said Assignor by these presents, hereby sells, transfers, conveys and assigns unto said Assignee the entire right, title and interest in and to said Mark, the right to recover for past infringement of said Mark, together with the goodwill of the business with which said Mark is used and which is associated with and symbolized by said Mark.

IN WITNESS WHEREOF, Assignor expressly intending to be legally bound thereby has

caused this Assignment to be duly executed this 3 day of July, 2002.

CLIFF WEIL, INC.

By: 
Renaldo A. Meli
Executive Vice President and
Chief Executive Officer