

04-10-2003



Form PTO-1594

(Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

Tab settings

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

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

1. Name of conveying party(ies):

Retail Brand Alliance  
100 Phoenix Avenue  
Enfield, Connecticut 06082

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

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

2. Name and address of receiving party(ies)

Name: Adrienne Vittadini, LLC

Internal Address: 100 Phoenix Avenue

Street Address: 100 Phoenix Avenue

City: Enfield State: CT Zip: 06082

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Company

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

3. Nature of conveyance:

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

Execution Date: \_\_\_\_\_

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

A. Trademark Application No.(s)

76/441992

B. Trademark Registration No.(s)

Additional number(s) attached  Yes  No

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

Name: Susan Mack

Internal Address: smack@luxotticaretail.com

Luxottica Retail

Street Address: 4000 Luxottica Place

City: Mason, OH State: OH Zip: 45040

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:

50-0915

(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.

Lawrence E. Laubscher, Jr.

Name of Person Signing

Signature

Date

April 1, 2003

Total number of pages, including cover sheet, attachments, and document:  2

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

04/10/2003 LMUELLER 00000020 500915 76441992

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TRADEMARK  
REEL: 002708 FRAME: 0800

**ASSIGNMENT OF MARKS**

**WHEREAS**, Retail Brand Alliance, Inc., a Delaware corporation ("Assignor") with its principal place of business at 100 Phoenix Avenue, Enfield, CT 06082, is the owner of the U.S. trademark application "AV", serial no. 74/441992 (the "Mark"); and

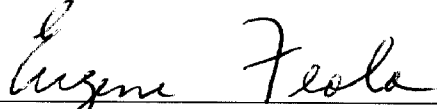
**WHEREAS**, Adrienne Vittadini LLC, a Delaware limited liability company ("Assignee") with a place of business at 100 Phoenix Avenue, Enfield, CT 06082, desires to acquire said Mark;

**NOW, THEREFORE**, for TEN AND NO/100 DOLLARS (\$10) and other good and valuable consideration, the receipt, sufficiency, and adequacy of which are hereby acknowledged, Assignor does hereby assign to Assignee, its successors and assigns, absolutely and forever, all of its right, title and interest, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by it throughout the world.

Assignor agrees to execute such further papers and do such other acts as may be necessary and proper to vest full title in and to the Mark in the Assignee or which may be necessary to obtain, renew, issue or enforce the Mark.

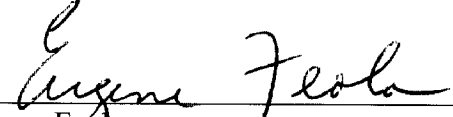
**IN WITNESS WHEREOF**, Retail Brand Alliance, Inc. has caused this Trademark Assignment to be executed and delivered as of this 13th day of March, 2003.

**RETAIL BRAND ALLIANCE, INC.**

By:   
Name: Eugene Feola  
Title: Vice President & General Counsel

**IN WITNESS WHEREOF**, Adrienne Vittadini LLC accepts this Trademark Assignment executed and delivered as of this 13th day of March, 2003.

**ADRIENNE VITTADINI LLC**

By:   
Name: Eugene Feola  
Title: Vice President & General Counsel