

05-02-2003



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102437410

1 original documents or copy thereof.

To the Honorable Commissioner of Patents and Trademarks

1. Name of conveying party(ies):

Wesley-Jessen Corporation  
2000 Clearwater Dr.  
Des Plaines, IL 60018

5-1-03

- Individual(s)
- General Partnership
- Corporation-State
- 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: 9/12/2002

2. Name and address of receiving party(ies)

Name: Lens.com Inc.

Internal

Address:

Street Address: P.O.B. 27740

City: Las Vegas State: NV Zip: 89126

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Nevada
- 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) 2175334

Additional number(s) attached  Yes  No

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

Name: Anthony J. DeGidio Esq.

Internal Address:

Street Address: 3738 Treelawn Dr.

City: Toledo State: OH Zip: 43614

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:

OFFICE OF PUBLIC RECORDS  
2003 MAY -1 AM 11:17  
FINANCE SECTION

DO NOT USE THIS SPACE

9. Signature.

*Anthony J. DeGidio*  
Name of Person Signing Signature

4-27-03  
Date

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

05/01/2003 DBYRNE 00000137 2175334

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

**EXHIBIT 3  
TRADEMARK ASSIGNMENT**

WHEREAS, Wesley-Jessen Corporation, a Delaware corporation with a principal place of business of 2000 Clearwater Drive, Des Plaines, IL 60018 (hereinafter "Assignor") owns and has used in its business a certain trademark that is registered in the United States Patent and Trademark Office as follows:

| <u>TRADEMARK</u> | <u>REG. NO.</u> | <u>INT'L CLASS</u> | <u>REG. DATE</u> |
|------------------|-----------------|--------------------|------------------|
| LENS             | 2,175,334       | 9                  | July 21, 1998    |

WHEREAS, Lens.com, Inc., a Nevada corporation having a principal place of business at P.O.Box 27740, Las Vegas NV 89126 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to the said trademark and registration, and in and to any renewals and extensions, licensees or rights that may be granted or obtained thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the said trademark, and registration and in and to any renewals and extensions licensees or rights that may be granted or obtained thereon, together with the goodwill of the business connected therewith, and any right to recover for past injuries due to infringement, dilution, unfair competition, false advertising, and any violations of Title 15 of the United States Code or state based trademark laws.

This Assignment is executed on this 12<sup>th</sup> day of September, 2002.

WESLEY-JESSEN CORPORATION

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**Exhibit 3**

**TRADEMARK  
REEL: 002722 FRAME: 0852**

By Mary F. Leheny  
Mary F. Leheny, Esq.  
Title: Sector Trademark and Copyright Counsel

STATE OF New Jersey )  
  ) ss:  
COUNTY OF Union )

On this 12<sup>th</sup> day of September, 2002, before me personally appeared Mary F. Leheny, known to me to be Sector Trademark and Copyright Counsel of Novartis Pharmaceuticals Inc., and legal representative of the Assignor above named, and acknowledged that she executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

Maureen C. McGee  
Notary Public  
MAUREEN C. MCGEE  
A Notary Public of New Jersey  
My Commission Expires Jan 23rd, 2005