

05-17-2004

Form PTO-1594
(Rev. 10/02)
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SHEET
ONLY

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):

5-12-04

Sunglass Hut International, Inc.

- 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: 4/26/2004

2. Name and address of receiving party(ies)

Name: Surfspots Hawaii, Inc.

Internal

Address: _____

Street Address: 4224 Waiialae Ave. #419

City: Honolulu State: HI Zip: 96816

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State _____
- 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) 78/269776,
78/269760, 78/270478

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: Seth M. Reiss

Internal Address: _____

Street Address: Godbey Griffiths Reis
1001 Bishop Street, 2300 Pauahi Tower

City: Honolulu State: HI Zip: 93813

6. Total number of applications and registrations involved: _____

3

7. Total fee (37 CFR 3.41).....\$ 90.00

- Enclosed
- Authorized to be charged to deposit account for any deficiency

8. Deposit account number:

501198

DO NOT USE THIS SPACE

9. Signature.

SETH M. REISS

Name of Person Signing

Signature

May 6, 2004

Date

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

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

05/14/2004 MGETACHE 00000019 78269776

01 FC:8521
02 FC:8522

40.00 DP
50.00 DP

TRADEMARK
REEL: 002967 FRAME: 0755

ASSIGNMENT OF TRADEMARK AND RELATED RIGHTS

Assignment made and effective this 26th day of April, 2004, by Sunglass Hut International, Inc. ("Sunglass Hut"), a Florida corporation with an office located at 4000 Luxottica Place, Mason, Ohio 45040 ("Assignor"), in favor of Surfsports Hawaii, Inc., a Hawaii corporation having the mailing address 4224 Waialae Ave., #419, Hawaii 96816 ("Assignee");

WHEREAS, Assignor and its affiliates have adopted and are using names and marks that consist of or include the terms EYECATCHER or EYE CATCHER (the "EYECATCHER Marks"), for which Assignor has filed applications in the United States Patent and Trademark Office Serial Nos. 78/269776, 78/269760, and 78/270478 (the "EYECATCHER Applications");

WHEREAS, pursuant to a settlement agreement, Assignor has agreed to convey all its rights in and to the EYECATCHER Marks and EYECATCHER Applications to Assignee, together with all its good will associated therewith;

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all Assignor's rights, title and interest in and to the EYECATCHER Marks including, without limitation, all Assignor's goodwill associated therewith, and the following pending trademark applications:

United States Application Serial No. 78/269776, for the mark EYECATCHER SUNGLASS SHOPS, filed on July 2, 2003, by Sunglass Hut International, Inc.;

United States Application Serial No. 78/269760, for the mark THE EYE CATCHER SUNGLASSES, filed on July 2, 2003, by Sunglass Hut International, Inc.; and

United States Application Serial No. 78/270478, for the mark THE EYE CATCHER SUNGLASSES, filed on July 3, 2003, by Sunglass Hut International, Inc;

and any and all other applications for registration of trademarks, trade names and services marks, that include the words EYECATCHER or EYE CATCHER, or any confusingly similar name or mark, and that are held, claimed or owned by Assignor or its affiliates, anywhere in the world.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized representative as of the date first above written.

SUNGLASS HUT INTERNATIONAL, INC.

DATED: April 26, 2004

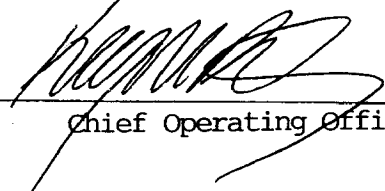
By: 
Chief Operating Officer

EXHIBIT "B"

