

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
O.G.I. Frames, Inc.		01/31/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	OGI, LLC		
Street Address:	2000 Central		
City:	Evanston		
State/Country:	ILLINOIS		
Postal Code:	60201		
Entity Type:	Limited Liability Company:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2532048	OGI	
CORRESPONDENCE DATA			
Fax Number:	(312)236-3820		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-236-3510		
Email:	ewolff@wmhllaw.com		
Correspondent Name:	Wolf, Holland & Matern, LLP		
Address Line 1:	205 West Wacker Drive, Suite 1600		
Address Line 2:	Steven B. Holland		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Erin M. Wolff		
Signature:	/s/ Erin M. Wolff		
Date:	02/21/2005		

OP \$40.00 2532048

Total Attachments: 1

900020067

**TRADEMARK
 REEL: 003032 FRAME: 0915**

Trademark Assignment

WHEREAS, OGI Frames, Inc., a Minnesota Corporation, with its principal place of business at 7380 32nd Avenue North, No. 205, Crystal, Minnesota 55427 (“Assignor”), has adopted, owns and is using the Mark OGI (“the Mark”) in connection with the following goods and/or services: eyeglasses, sunglasses and frames; and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 2,532,048, registered on January 22, 2002; and

WHEREAS, OGI, LLC, a Delaware Limited Liability Company, with its principal place of business at 2000 Central, Evanston, Illinois 60201 (“Assignee”), desires to acquire the Mark and the above-referenced Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

OGI Frames, Inc.

By: David Spencer

Name: David Spencer

Title: President

Dated effective as of: January 7, 2005

SUBSCRIBED and SWORN to before me this 31st of January, 2005.

Mark E. Boomgaarden
Notary Public

My Commission Expires: 1-31-05

