

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	05/09/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Kenmark Optical Company		05/09/2005	CORPORATION: KENTUCKY

**RECEIVING PARTY DATA**

Name:	Eye Care Center of America, Inc.
Street Address:	11103 West Avenue
Internal Address:	Suite 111
City:	San Antonio
State/Country:	TEXAS
Postal Code:	78213-4915
Entity Type:	CORPORATION: TEXAS

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2900458	SALSA

**CORRESPONDENCE DATA**

Fax Number: (502)587-6391  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (502) 681-0323  
 Email: jwheat@stites.com  
 Correspondent Name: Jack A. Wheat  
 Address Line 1: 400 West Market Street  
 Address Line 2: Suite 1800  
 Address Line 4: Louisville, KENTUCKY 40202

NAME OF SUBMITTER:	Jack A. Wheat
Signature:	/jackawheat/

OP \$40.00 2900458

Date:

05/09/2005

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

WHEREAS, Kenmark Optical Company, a Kentucky corporation of 11851 Plantside Drive, Louisville, Kentucky 40299 (hereinafter, "Assignor") has adopted, owns and is using the mark SALSA, and is the record owner of a federal trademark registration therefor, namely U.S. Registration No. 2,900,458; and

WHEREAS, Eye Care Centers of America, Inc., a Texas corporation, of 11103 West Avenue, Suite 111, The Enclave, San Antonio, Texas 78213-4915 (hereinafter, "Assignee") desires to acquire an assignment of the above-referenced mark and associated federal trademark registration, together with the goodwill of the business symbolized by the mark;

NOW, THEREFORE, for good and valuable consideration, receipt 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 of the mark.

Kenmark Optical Company

By: Shayne Brill  
Shayne Brill, Director of Marketing

Date: May 9, 2005

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