

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
PEN Purchase, Inc.		05/16/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Con-Cise, LLC		
Street Address:	14450 Doolittle Dr.		
City:	San Leandro		
State/Country:	CALIFORNIA		
Postal Code:	94577		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1950462	P.E.N.	
Registration Number:	1683165	PRIMARY EYECARE NETWORK	
Registration Number:	1700750	PRIMARY EYECARE NETWORK	
CORRESPONDENCE DATA			
Fax Number:	(510)836-2595		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	5108328700		
Email:	kskinner@bsblp.com		
Correspondent Name:	Kathleen A. Skinner		
Address Line 1:	One Kaiser Plaza Suite 750		
Address Line 4:	Oakland, CALIFORNIA 94612		
NAME OF SUBMITTER:	Kathleen A. Skinner		
Signature:	/Kathleen A. Skinner/		
Date:	09/01/2005		

OP \$90.00 1950462

Total Attachments: 2

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TRADEMARK ASSIGNMENT-2

This assignment is made and entered effective as of May 16, 2005, between PEN Purchase, Inc., a California corporation ("Assignor"), and Con-Cise, LLC, a California limited liability company ("Assignee").

WHEREAS, Assignor has adopted and used in the United States the trademarks/service marks reflected in the attached Schedule 2 (the "Marks") in connection with its business, and is the owner of the Marks, and owns federal registrations for those Marks;

WHEREAS, Assignor and Assignee are parties to a certain Asset Contribution Agreement made as of May 16, 2005;

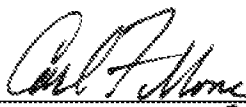
WHEREAS, Assignee is desirous of confirming as a matter of record its acquisition of the Marks and their registrations, together with the good will of the business connected with the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor assigns to Assignee all rights, title and interest in and to the Marks and their registrations, together with the good will of the business symbolized by the Marks, and all causes of action and claims based on past actions or infringement related to the Marks.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed and effective as of the date first written above.

ASSIGNOR

PEN Purchase, Inc.

By: 
Name: CARL F. MOORE
Title: C.E.O.

SCHEDULE 2

<u>Trademark</u>	<u>Registration No.</u>	<u>Filing Date</u>
P.E.N.	1,950,462	January 23, 1996
PRIMARY EYECARE NETWORK and Design	1,683,165	April 14, 1992
PRIMARY EYECARE NETWORK	1,700,750	July 14, 1992