

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
ELENS TARGET LLC		11/09/2005	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Lens.com, Inc.		
Street Address:	P. O. Box 27740		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89126		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2341126	E.LENS.COM CONTACT LENSES AS QUICK AS ACLICK	
CORRESPONDENCE DATA			
Fax Number:	(419)382-9592		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	419-382-9590		
Email:	tony@cyberlawyer.com		
Correspondent Name:	Anthony J. DeGidio Esq.		
Address Line 1:	3738 Treelawn Dr.		
Address Line 4:	Toledo, OHIO 43614		
NAME OF SUBMITTER:	Anthony DeGidio		
Signature:	/anthonydegidio/		
Date:	02/16/2006		

OP \$40.00 2341126

Total Attachments: 1

900042363

**TRADEMARK
 REEL: 003249 FRAME: 0055**

Exhibit A

Trademark Assignment

WHEREAS, LENS DIRECT LLC, f/k/a ELENS OPERATING LLC, f/k/a ELENS TARGET LLC, a New York Limited Liability Company, with its principal place of business at 2 East Merrick Rd., Valley Stream, New York 11580 ("Assignor"), has adopted, owns and is using the Marks ELENS, E-LENS and ELENSES in various configurations and the Registered Trademark "E.LENS.COM CONTACT LENSES AS QUICK AS A CLICK" (collectively, "the Marks") in connection with on-line retail store and mail order services featuring contact lenses, eyeglasses, sunglasses and related goods, and in connection with computer software featuring programs used for electronic ordering of contact lenses in the field of ophthalmology, optometry and opticianry; and

WHEREAS, Assignor owns a federal registration for the Trademark "E.LENS.COM CONTACT LENSES AS QUICK AS A CLICK" on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Trademark Registration No. 2341126, which was registered on 4-11-2000; and

WHEREAS, Lens.com Inc., a Nevada Corporation, with its principal place of business at P. O. Box 27740, Las Vegas, Nevada, ("Assignee"), desires to acquire the Marks and the above referenced Registered Trademark;

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 Marks, together with the goodwill of the business symbolized by the Marks and the Registered Trademark. Assignee is authorized to record this Assignment with the U.S. Patent and Trademark Office without further notice to Assignor.



LENS DIRECT LLC, f/k/a ELENS OPERATING LLC,
f/k/a ELENS TARGET LLC

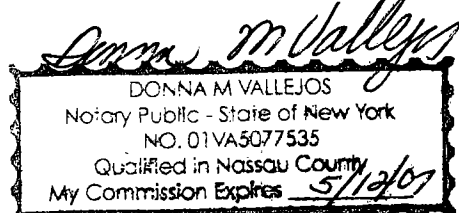
By: Scott Slade
Its: President

Dated effective as of: 10/7/05

SUBSCRIBED and SWORN to before me this 9th day of November, 2005.

Donna M Vallejos
Notary Public

My Commission Expires: 5/12/07


DONNA M VALLEJOS
Notary Public - State of New York
NO. 01VA5077535
Qualified in Nassau County
My Commission Expires 5/12/07