

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
Kenneth Lorence Opticians, Inc.		10/01/2006	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Oliver Peoples, Inc.
Street Address:	8447 Wilshire Blvd.
Internal Address:	#400
City:	Beverly Hills
State/Country:	CALIFORNIA
Postal Code:	90211
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	1509974	
Registration Number:	1509975	OLIVER PEOPLES
Registration Number:	1913440	
Registration Number:	2005096	OLLIE PEOPLES
Registration Number:	2600900	OLIVER PEOPLES
Registration Number:	2691578	OLIVER PEOPLES EYEWEAR

CORRESPONDENCE DATA

Fax Number: (858)794-2141
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (858)794-2140
 Email: jankauf@sbcglobal.net
 Correspondent Name: Janet Robertson Kaufman
 Address Line 1: 462 Stevens Avenue, Suite 310
 Address Line 4: Solana Beach, CALIFORNIA 92075

CH \$165.00 1509974

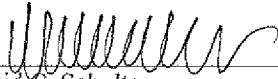
ATTORNEY DOCKET NUMBER:	OLIVER PEOPLES
NAME OF SUBMITTER:	Janet Robertson Kaufman
Signature:	/janet kaufman/
Date:	10/02/2006
Total Attachments: 1 source=Trademark assignment KLO to OP#page1.tif	

ASSIGNMENT


As a result of the merger of Kenneth Lorence Opticians, Inc. ("KLO") into Oliver Peoples, Inc. ("OP"), KLO hereby assigns all rights it has in the following trademarks to OP, effective October 1, 2006

Registration Nos.

- 1,509,974 - Eyeglass Silhouette Logo (Trademark and Service Mark – Optical goods, namely eyeglass frames and lenses, and eyeglass cases/Int.Cl.9)
Retail store services and wholesale distributorship services in the field of optical goods/Int.Cl.42, and 9)
- 1,509,975 - OLIVER PEOPLES (Trademark and Service Mark – Optical goods, namely eyeglass frames and lenses and eyeglass cases/Int.Cl.9)
Retail store services and wholesale distributorship services in the field of optical goods/Int.Cl.42 and 9)
- 1,913,440 - Eyeglass Silhouette Logo (Apparel, namely t-shirts, sweatshirts and caps/ Int.25)
- 2,005,096 - OLLIE PEOPLES (Trademark Optical goods, namely eyeglass frames and lenses and eyeglass cases/Int. Cl.9)
- 2,600,900 - OLIVER PEOPLES & Eyeglass Silhouette Logo
(Optical goods, namely, eyeglasses, eyeglass frames, fashion eyeglasses, sunglasses, eyeglass cases and eyeglass repair tools/Int.Cl.9)
- 2,691,578 - OLIVER PEOPLES EYEWEAR (Optical goods, namely eyeglasses, eyeglass frames, fashion eyeglasses, sunglasses, eyeglass cases, and eyeglass repair tools/Int.Cl.9).
Retail eyewear store services, wholesale eyewear services and distributorship services in the field of Optical Goods/Int.Cl.35)
- 2,797,339 - OPX
(Optical goods, namely eyeglasses, eyeglass frames and lenses, eyeglasses, lens cleaning cloths, eyeglass cases/Int.Cl.9)



David C. Schulte
Chief Executive Officer & President



June M. Gray
Secretary