

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
Steven Kesten		03/14/2005	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Zoom Eyeworks, Inc.		
Street Address:	2501 9th Street		
City:	Berkeley		
State/Country:	CALIFORNIA		
Postal Code:	94710		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2917858	IRIS OPTICAL	
CORRESPONDENCE DATA			
Fax Number:	(303)629-7610		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303.825.0800		
Email:	kkalan@bw-legal.com		
Correspondent Name:	K Kalan		
Address Line 1:	370 17th Street Suite 4800		
Address Line 4:	Denver, COLORADO 80202		
NAME OF SUBMITTER:	K Kalan		
Signature:	/kkalan/		
Date:	01/17/2007		

CH \$40.00 2917858

Total Attachments: 2
 source=Iris Optical Assignment#page1.tif

ASSIGNMENT

WHEREAS, Steven Kesten, an individual with an address of 3100 Kerner Blvd. Suite B-2, San Rafael, California 94901 (hereinafter referred to as "Assignor") has adopted, used and is using a mark "IRIS OPTICAL," for "eyeglasses" in International Class 009, which is registered with the United States Patent and Trademark Office, Registration No. 291 7858, dated January 11, 2005; and

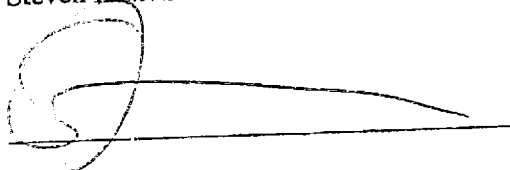
WHEREAS, Zoom Eyeworks, Inc., a California corporation with an address of 2501 Ninth Street, Berkeley, California 94710 (hereinafter referred to as "Assignee"), is desirous of acquiring said mark and the registration thereof, and all of Assignor's right, title and interest to the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee the entire right, title, and interest in and to the said mark; together with the goodwill of the business symbolized by the mark, and the above trademark registration, to be held and enjoyed by the Assignee for its own use and benefit, and for Assignee's legal representatives and assigns, as fully and entirely as the same would have been held by the Assignor had this assignment not been made.

Dated: March 14, 2005

ASSIGNOR:

Steven Kesten



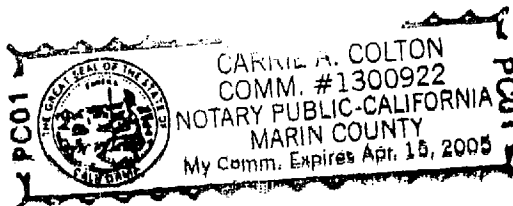
STATE OF CALIFORNIA)
) ss.
COUNTY OF MARIN)

The foregoing instrument was acknowledged before me this 14th day of March, 2005, by Steven Kesten

Witness my hand and official seal.

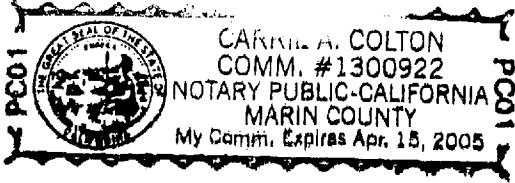
Notary Public

My commission expires: 4-15-05



State of California
County of Marin

Subscribed and sworn to (or affirmed) before me on this 14th day of March, 2005, by Steven Kesten, personally known to me or proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.



Signature 