

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |  |                           |
|----------------------------------|--|--|---------------------------|
| <b>SUBMISSION TYPE:</b>          |  | NEW ASSIGNMENT                               |                           |
| <b>NATURE OF CONVEYANCE:</b>     |  | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |                           |
| <b>CONVEYING PARTY DATA</b>      |  |  |                           |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b>                        | <b>Entity Type</b>        |
| F. Stephen Marshall              |  | 01/17/2007                                   | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>      |  |  |                           |
| <b>Name:</b>                     | Jay-Y Enterprise Co.   |  |                           |
| <b>Street Address:</b>           | 632 New York Dr.   |  |                           |
| <b>City:</b>                     | Pomona   |  |                           |
| <b>State/Country:</b>            | CALIFORNIA   |  |                           |
| <b>Postal Code:</b>              | 91768  |  |                           |
| <b>Entity Type:</b>              | CORPORATION: CALIFORNIA  |  |                           |
| <b>PROPERTY NUMBERS Total: 1</b> |  |  |                           |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>                             |                           |
| <b>Serial Number:</b>            | 78366513   | CHOPPERS EYEWEAR                             |                           |
| <b>CORRESPONDENCE DATA</b>       |  |  |                           |
| <b>Fax Number:</b>               | (310)201-5219  |  |                           |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |  |                           |
| <b>Phone:</b>                    | 310 277-7200   |  |                           |
| <b>Email:</b>                    | kwilton@seyfarth.com, kelko@seyfarth.com   |  |                           |
| <b>Correspondent Name:</b>       | Kenneth L. Wilton  |  |                           |
| <b>Address Line 1:</b>           | Seyfarth Shaw LLP  |  |                           |
| <b>Address Line 2:</b>           | 2029 Century Park East, Suite 3300   |  |                           |
| <b>Address Line 4:</b>           | Los Angeles, CALIFORNIA 90067-3063   |  |                           |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 34543-1006   |  |                           |
| <b>NAME OF SUBMITTER:</b>        | Kenneth L. Wilton  |  |                           |
| <b>Signature:</b>                | /Kenneth L. Wilton/  |  |                           |
| <b>Date:</b>                     | 01/23/2007   |  |                           |

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Total Attachments: 1  
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**ASSIGNMENT OF TRADEMARKS**

WHEREAS, F. Stephen Marshall, an individual and citizen of the United States residing in the County of Riverside, California, with a mailing address of P.O. Box 9534, Marina Del Rey, California 90295 ("Assignor"), is the owner of all right, title, and interest in and to mark "CHOPPERS EYEWEAR" as used in connection with eyewear and related accessories, including United States Trademark Application Serial No. 78/366,513 (the "CHOPPERS MARK"), together with the goodwill of the business associated therewith; and

WHEREAS, Jay-Y Enterprise Co., Inc. is a company organized under the laws of the State of California, with its principal business in the County of Los Angeles, California at 632 New York Dr., Pomona, California 91768 ("Assignee"), and desires to acquire all right, title, and interest in and to the CHOPPERS MARK, together with the goodwill of the business associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby irrevocably assigns and transfers to Assignee all of Assignor's right, title, and interest in and to the CHOPPERS MARK, including Application Serial No. 78/366,513, and the goodwill of the business associated therewith. This assignment does not include choses in action accruing prior to the date hereof.

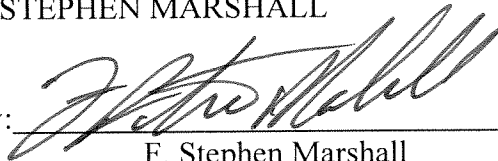
Assignor hereby covenants and agrees that he will execute and deliver to Assignee such additional documents, and perform such further acts, as are necessary to enable Assignee to record the assignment of the mark or otherwise to perfect or confirm this assignment and Assignee's rights in the assigned mark.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed as shown below.

Dated: January 11, 2007

F. STEPHEN MARSHALL

By: \_\_\_\_\_

  
F. Stephen Marshall