

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Zions First National Bank		09/06/2007	National Banking Association:

RECEIVING PARTY DATA

Name:	1-800 Contacts, Inc.
Street Address:	66 E. Wadsworth Park Drive
City:	Draper
State/Country:	UTAH
Postal Code:	84020
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 37

Property Type	Number	Word Mark
Serial Number:	78299947	TRUFORM
Serial Number:	78297566	ENVISION A BETTER VALUE
Serial Number:	78297570	> ENVISION A BETTER VALUE.
Registration Number:	2925885	EVISION
Serial Number:	78223197	EVISION 2020
Registration Number:	2968228	AQUASOFT
Serial Number:	78194534	CLEARMONTH
Registration Number:	2865713	AQUASOFT
Serial Number:	78193967	HYDRATHIN
Serial Number:	78194045	CLEARFOCAL
Serial Number:	78194047	CLEARTORIC
Serial Number:	78194054	CLEARMULTIFOCAL
Serial Number:	78194071	CLEARDROPS
Serial Number:	78194028	HYDROTHIN

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Serial Number:	78194091	CLEARBIFOCAL
Serial Number:	78193868	CLEARMULTIPURPOSE
Serial Number:	78193838	CLEARWEAR
Serial Number:	78194085	CLEARCOLOR
Serial Number:	78194092	CLEAR30
Serial Number:	78194041	CLEARYEAR
Serial Number:	78193965	CLEARNORUB
Serial Number:	78194061	CLEARPROGRESSIVE
Serial Number:	78192405	CLEARLAB
Registration Number:	2972908	AQUASOFT
Serial Number:	78191122	DOCTOR'S CHOICE
Registration Number:	2886220	THE WORLD'S LARGEST CONTACT LENS STORE.
Registration Number:	2693498	EXACT SAME CONTACT LENSES, DELIVERED TO YOUR DOOR, FOR LESS THAN YOU'RE PAYING NOW.
Registration Number:	2543146	SEE A BETTER WAY
Registration Number:	2731114	1800 CONTACTS
Registration Number:	2558233	WE DELIVER. YOU SAVE.
Registration Number:	2675866	1800CONTACTS
Registration Number:	1974005	DIOGGI
Registration Number:	1866601	OPTINET
Registration Number:	1811683	USA LENS
Registration Number:	1765384	YOUR FIRST SOURCE FOR LENS REPLACEMENT
Registration Number:	1777455	LENS FIRST
Registration Number:	1462371	LENS EXPRESS

CORRESPONDENCE DATA

Fax Number: (212)455-2502
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 455-7609
Email: ksolomon@stblaw.com
Correspondent Name: Kirstie Howard, Esq.
Address Line 1: Simpson Thacher & Bartlett LLP
Address Line 2: 425 Lexington Avenue
Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	509265/1354
NAME OF SUBMITTER:	Kirstie Howard

Signature:

/kh/

Date:

09/19/2007

Total Attachments: 6

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

This Release of Security Interest is entered into as of September 6, 2007 by 1-800 CONTACTS, INC., a Delaware corporation (the "Company") and Zions First National Bank (the "Lender").

WITNESSETH

WHEREAS, the Company owns the trademarks and trademark applications described in the attached Schedule A (collectively, the "Trademarks");

WHEREAS, pursuant to the Security Agreement dated as of February 27, 2004 (the "Security Agreement"), the Company granted a security interest in the Trademarks to Lender to secure performance by the Company of its obligations to the Lender;

WHEREAS, the Security Agreement was recorded in the Assignment Division, United States Patent and Trademark Office on August 4, 2004 at Reel 002908, Frame 0957; and

WHEREAS, the Company has performed in full its obligations to Lender which were secured by such security interest, and Lender desires to release its security interest;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Release. The Lender hereby terminates, cancels, releases and reconveys to the Company any and all security interests it has against the Trademarks, without warranty or recourse. If and to the extent Lender has acquired any other right, title or interest in or to the Trademarks, it hereby assigns and transfers all such right, title and interest to the Company, including all goodwill associated therewith.

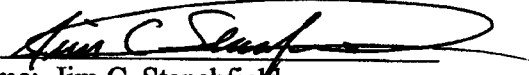
2. Further Assurances. The Lender agrees to execute, acknowledge, procure and deliver any further documents and to do such other actions as may be reasonably requested by the Company to more fully effect the purposes of this Release.

3. Counterparts. This Release may be executed in any number of counterparts, each of which need not contain the signature of more than one party but all such counterparts taken together shall constitute one and the same agreement.

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IN WITNESS WHEREOF, the undersigned has executed this Release of Security Interest in Trademarks by its duly authorized officer as of the date first written above.

Zions First National Bank, as Lender

By: 
Name: Jim C. Stanchfield
Title: Vice President

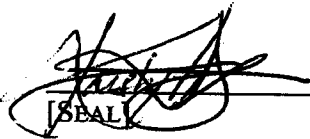
Signature Page for Trademark Release

TRADEMARK
REEL: 003624 FRAME: 0047

STATE OF Utah)
)ss.
COUNTY OF Salt Lake)

On August 30, 2007, before me, the undersigned, a Notary Public in and for such State, personally appeared Jim C. Stanchfield, personally known to me or proved to me on the basis of satisfactory evidence to be the person who executed the within instrument as a Vice President (title) of Zions First National Bank and acknowledged to me that he/she executed this document pursuant to authority granted by Zions First National Bank.

WITNESS my hand and official seal.



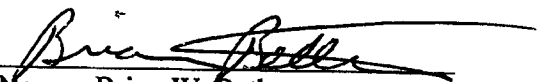
Notary Public
My Commission expires on: 7/12/2010



Signature Page for Trademark Release

TRADEMARK
REEL: 003624 FRAME: 0048

Accepted by:
1-800 CONTACTS, INC., as Company

By: 
Name: Brian W. Bethers
Title: President

Signature Page for Trademark Release

TRADEMARK
REEL: 003624 FRAME: 0049

SCHEDULE A
to
RELEASE OF SECURITY INTEREST IN TRADEMARKS



TRUFORM	78299947	12-SEP-2003		
ENVISION A BETTER VALUE	78297566	08-SEP-2003		
> ENVISION A BETTER VALUE.	78297570	08-SEP-2003		
EVISION	78223193	07-MAR-2003	2925885	08-FEB-2005
EVISION 2020	78223197	07-MAR-2003		
AQUASOFT	78201365	08-JAN-2003	2968228	12-JUL-2005
CLEARMONTH	78194534	13-DEC-2002		
AQUASOFT	78194265	13-DEC-2002	2865713	20-JUL-2004
HYDRATHIN	78193967	12-DEC-2002		
CLEARFOCAL	78194045	12-DEC-2002		
CLEARTORIC	78194047	12-DEC-2002		
CLEARMULTIFOCAL	78194054	12-DEC-2002		
CLEARDROPS	78194071	12-DEC-2002		
HYDROTHIN	78194028	12-DEC-2002		
CLEARBIFOCAL	78194091	12-DEC-2002		
CLEARMULTIPURPOSE	78193868	12-DEC-2002		
CLEARWEAR	78193838	12-DEC-2002		
CLEARCOLOR	78194085	12-DEC-2002		

CLEAR30	78194092	12-DEC-2002		
CLEARYEAR	78194041	12-DEC-2002		
CLEARNORUB	78193965	12-DEC-2002		
CLEARPROGRESSIVE	78194061	12-DEC-2002		
CLEARLAB	78192405	09-DEC-2002		
AQUASOFT	78192401	09-DEC-2002	2972908	19-JUL-2005
DOCTOR'S CHOICE	78191122	04-DEC-2002		
THE WORLD'S LARGEST CONTACT LENS STORE.	78125785	02-MAY-2002	2886220	21-SEP-2004
EXACT SAME CONTACT LENSES, DELIVERED TO YOUR DOOR, FOR LESS THAN YOU'RE PAYING NOW.	78125775	02-MAY-2002	2693498	04-MAR-2003
SEE A BETTER WAY	78080144	20-AUG-2001	2543146	26-FEB-2002
1800 CONTACTS	76138625	02-OCT-2000	2731114	01-JUL-2003
WE DELIVER. YOU SAVE.	76118573	29-AUG-2000	2558233	09-APR-2002
1800CONTACTS	75746706	08-JUL-1999	2675866	21-JAN-2003
DIOGGI	74467190	08-DEC-1993	1974005	14-MAY-1996
OPTINET	74382727	22-APR-1993	1866601	06-DEC-1994
USA LENS	74222633	15-NOV-1991	1811683	14-DEC-1993
YOUR FIRST SOURCE FOR LENS REPLACEMENT	74192807	08-AUG-1991	1765384	13-APR-1993
LENS FIRST	74190427	31-JUL-1991	1777455	15-JUN-1993
LENS EXPRESS	73643519	09-FEB-1987	1462371	20-OCT-1987