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
Eyewear Consulting Services, Inc.		06/25/2008	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Massimo Lozza	
Street Address:	250 East Houston Street	
Internal Address:	Apartment PHE	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10001	
Entity Type:	INDIVIDUAL:	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1740917	LOZZA USA

CORRESPONDENCE DATA

Fax Number: (212)575-0671

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-790-9200
Email: trademark@cll.com
Correspondent Name: Lynn S. Fruchter

Address Line 1: 1133 Avenue of the Americas
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	16230-000 LSF/FM	
NAME OF SUBMITTER:	Lynn S. Fruchter	
Signature:	/Lynn S. Fruchter/	
Date:	07/02/2008	

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REEL: 003807 FRAME: 0703

Total Attachments: 2

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TRADEMARK REEL: 003807 FRAME: 0704

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 25 day of June, 2008 between EYEWEAR CONSULTING SERVICES, INC., a corporation organized and existing under the laws of New York ("Assignor") and MASSIMO LOZZA, an individual residing at 250 East Houston Street, Apt. PHE, New York, New York 10001 ("Assignee").

WHEREAS, Assignor has adopted and used in the United States the trademark LOZZA USA, Registration No. 1,740,917 (the "Trademark"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademark and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademark, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Trademark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

EYEWEAR CONSCILTING SERVICE, INC.

MASSIMO LOZZA

Title: VICE-PRÉSIDENT and SECRETARY

NOTARIAL ACKNOWLEDGEMENT

STATE OF <u>New York</u>)
COUNTY OF <u>kackland</u>)

On the 25 th day of June, 2008 before me personally came Massima Lozza, to me known, who being by me duly sworn, did depose and say that he is VICE VIEsidents EYEWEAR CONSULTING SERVICE, INC., the corporation described in and which executed the foregoing instrument; and that he signed his name thereto by order of the Board of Directors.

[Notarial Seal]

BARBARA H. MURPHY Notary Public, State of New York No. 011MU4891699 Qualified in Rockland County Commission Expires May 18, 2011

RECORDED: 07/02/2008

TRADEMARK **REEL: 003807 FRAME: 0706**