

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		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-790-9200		
Email:	trademark@clic.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		

OP \$40.00 1740917

Total Attachments: 2

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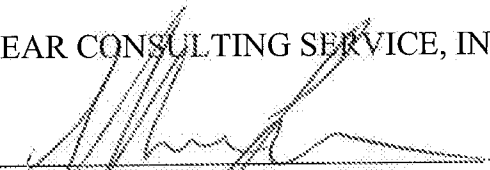
THIS ASSIGNMENT is made the 25th day of June, 2008 between EYEWEAR CONSULTING SERVICES, INC., a corporation organized and existing under the laws of New York ("Assignor") and MASSIMO LOZZA, an individual residing at 250 East Houston Street, Apt. PHE, New York, New York 10001 ("Assignee").

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 CONSULTING SERVICE, INC.

By: 

Name: MASSIMO LOZZA

Title: VICE-PRESIDENT and SECRETARY

