

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kehe/Eye Level, Inc.		01/29/2010	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Kehe Eye Level, LLC		
Street Address:	900 N. Schmidt Road		
City:	Romeoville		
State/Country:	ILLINOIS		
Postal Code:	60446		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2671586	EYE LEVEL SOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	(415)591-1400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-591-1000		
Email:	trademarksSF@winston.com		
Correspondent Name:	Kimberly A. Eckhart c/o Winston & Strawn		
Address Line 1:	101 California Street		
Address Line 2:	Suite 3900		
Address Line 4:	San Francisco, CALIFORNIA 94111-5894		
ATTORNEY DOCKET NUMBER:	010802.00004		
NAME OF SUBMITTER:	Kimberly A. Eckhart		
Signature:	/Kimberly A. Eckhart/		
Date:	02/03/2010		

CH \$40.00 2671586

Total Attachments: 4

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Delaware

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The First State

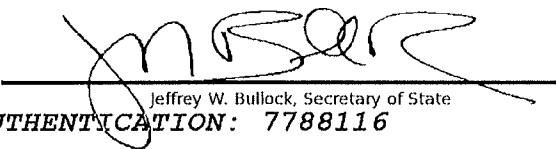
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF AN ILLINOIS CORPORATION UNDER THE NAME OF "KEHE/EYE LEVEL, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "KEHE/EYE LEVEL, INC." TO "KEHE EYE LEVEL, LLC", FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF JANUARY, A.D. 2010, AT 2:31 O'CLOCK P.M.

4783061 8100V

100087991



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7788116

DATE: 01-29-10

TRADEMARK
REEL: 004143 FRAME: 0557

Delaware

PAGE 2

The First State

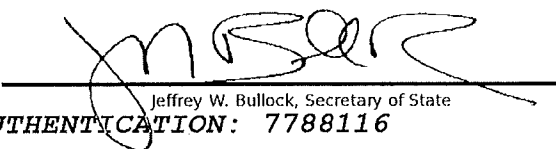
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "KEHE EYE LEVEL, LLC" FILED IN THIS OFFICE ON THE TWENTY-NINTH DAY OF JANUARY, A.D. 2010, AT 2:31 O'CLOCK P.M.



4783061 8100V

100087991

You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 7788116

DATE: 01-29-10

TRADEMARK
REEL: 004143 FRAME: 0558

CERTIFICATE OF CONVERSION

CONVERTING

KEHE/EYE LEVEL, INC.

(an Illinois corporation)

INTO

KEHE EYE LEVEL, LLC

(a Delaware limited liability company)

**PURSUANT TO SECTION 18-214 OF THE
DELAWARE LIMITED LIABILITY COMPANY ACT**

Kehe/Eye Level, Inc., an Illinois corporation (the "Company"), does hereby execute this Certificate of Conversion to convert the Company into a Delaware limited liability company, pursuant to the Delaware Limited Liability Company Act (6 Del. C. § 18-101, et. seq.), and, hereby certifies to the following:

FIRST: The Company was formed in the State of Illinois on March 7, 2006.

SECOND: Immediately prior to the filing of this Certificate of Conversion, the jurisdiction of the Company is Illinois.

THIRD: Immediately prior to the filing of this Certificate of Conversion, the name of the entity to be converted into a Delaware limited liability company is "Kehe/Eye Level, Inc."

FOURTH: The name of the entity to survive the Conversion as set forth in its Certificate of Formation is "Kehe Eye Level, LLC" (the "LLC").

FIFTH: The Conversion shall be effective upon the filing of this Certificate of Conversion and the Certificate of Formation of the LLC with the Secretary of State of Delaware.

IN WITNESS WHEREOF, the undersigned has executed this Certificate on this 29th day of January, 2010.

KEHE/EYE LEVEL, INC.

By: 

Name: Christopher Meyers
Title: Secretary

TRADEMARK

REEL: 004143 FRAME: 0559

State of Delaware
Secretary of State
Division of Corporations
Delivered 02:30 PM 01/29/2010
FILED 02:31 PM 01/29/2010
SRV 100087991 - 4783061 FILE

**CERTIFICATE OF FORMATION
OF
KEHE EYE LEVEL, LLC**

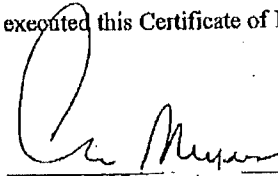
This Certificate of Formation of Kehe Eye Level, LLC (the "Company"), dated January 29, 2010, is duly executed and filed by the undersigned as an authorized person to form a limited liability company under the Delaware Limited Liability Company Act (6 Del. C. § 18-101, et. seq.).

FIRST: The name of the limited liability company formed hereby is "Kehe Eye Level, LLC."

SECOND: The address of the registered office of the Company in the State of Delaware is Corporation Trust Center, 1209 Orange Street, Wilmington, Delaware 19801-1120.

THIRD: The name and address of the registered agent for service of process of the Company in the State of Delaware is The Corporation Trust Company, Corporation Trust Center, 1209 Orange Street, Wilmington, Delaware 19801-1120.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the date first above written.



By: Christopher Mayers
Title: Authorized Person