

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MORGENTHAL-FREDERICS OPTICIANS, INC.		07/21/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	LUXURY OPTICAL HOLDINGS CO.		
Street Address:	2651 N. Crimson Canyon Drive		
Internal Address:	Suite 200		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89128		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2964808	MORGENTHAL FREDERICS	
CORRESPONDENCE DATA			
Fax Number:	(212)735-8708		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 735-8600		
Email:	msegui@morrisoncohen.com		
Correspondent Name:	Joshua D. Saviano, Esq.		
Address Line 1:	909 Third Avenue, 27th Floor		
Address Line 2:	Morrison Cohen LLP		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	020813-0002(JSAVIANO)		
NAME OF SUBMITTER:	Joshua D. Saviano		
Signature:	/s/JOSHUA D. SAVIANO		

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REEL: 004251 FRAME: 0533

Date:

07/30/2010

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "*Assignment*"), dated as of July 21, 2010, is made by MORGENTHAL-FREDERICS OPTICIANS, INC., a New York corporation ("*Assignor*"), in favor of LUXURY OPTICAL HOLDINGS CO., a Delaware corporation (the "*Assignee*").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to that trademark as set forth on the attached Schedule A and all goodwill associated therewith (the "*Mark*"). Assignor wishes to assign its right, title and interest in and to the Mark to Assignee, and Assignee wishes to assume such rights, title and interest.

NOW, THEREFORE, for good and valuable consideration paid by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably assigns to Assignee, its successors and assigns, all of its right, title and interest in and to the Mark together with (i) the goodwill of the business in connection with which the Mark is used, (ii) the registration and trademark application therefor, in the United States, its territories and possessions and throughout the world as well as renewals and extensions of the registration that are or may be secured under the laws of the United States, its territories and possessions and throughout the world, (iii) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, damages and payments for past or future infringements and misappropriations of the Mark and (iv) all rights to sue for past, present and future infringements or misappropriations of the Mark.

Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States of America, any similar authority with respect to the registration or application filed with any State authority and with respect to any foreign trademark or service mark or application or registration for such mark, the foreign equivalent, as the case may be, to record Assignee as owner of the Mark and to issue any registration, including renewals thereof, to Assignee, its successors, assigns, nominees or other legal representatives. Assignor hereby represents and covenants that it has the full right to convey the entire interest herein assigned, and that it has not executed and will not execute any agreement in conflict with this Assignment.

[Signature page follows]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be duly executed as of the date first above written.

ASSIGNOR

MORGENTHAU-FREDERICKS OPTICIANS, INC.

By: Glenn Reisch

Name: Glenn Reisch

Title: president

ASSIGNEE

LUXURY OPTICAL HOLDINGS CO.

By: Glenn Reisch

Name: Glenn Reisch

Title: president

[Signature page to trademark assignment]

Schedule A

Trademark

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
MORGENTHAL FREDERICS	2964808	July 5, 2005