

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
AVANT-GARDE OPTICS, LLC		10/15/2010	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	LUXOTTICA USA LLC
Street Address:	44 Harbor Park Drive
City:	Port Washington
State/Country:	NEW YORK
Postal Code:	11050
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	1708735	AIRX
Registration Number:	0951883	AVANT-GARDE
Registration Number:	1249694	BD BERDEL
Registration Number:	1245141	BER DEL
Registration Number:	1271601	DEEDA
Registration Number:	1242668	KLIXX
Registration Number:	1843521	LUX-LOCK
Registration Number:	1679273	MIRARI
Registration Number:	1659572	MIRARI FOR LUXOTTICA
Registration Number:	1720324	POWER P.R.O.
Registration Number:	1807910	PROFIT BUILDER
Registration Number:	3684051	SIMPLY SUN

CORRESPONDENCE DATA

900177219

**TRADEMARK
 REEL: 004412 FRAME: 0978**

CH \$315.00 1708735

Fax Number: (513)492-6390
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 513-765-6390
Email: tthomas@luxotticaretail.com
Correspondent Name: Tani L. Thomas
Address Line 1: 4000 Luxottica Place
Address Line 4: Mason, OHIO 45040

ATTORNEY DOCKET NUMBER:	AGO TOLUX USA NAME CHNG
NAME OF SUBMITTER:	Tani L. Thomas
Signature:	/tani l. thomas/
Date:	11/11/2010

Total Attachments: 4
source=(10-15-2010) Name Change- AGO LLC to Luxottica USA LLC#page1.tif
source=(10-15-2010) Name Change- AGO LLC to Luxottica USA LLC#page2.tif
source=(10-15-2010) Name Change- AGO LLC to Luxottica USA LLC#page3.tif
source=(10-15-2010) Name Change- AGO LLC to Luxottica USA LLC#page4.tif

FILING RECEIPT

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ENTITY NAME: LUXOTTICA USA LLC

DOCUMENT TYPE: AMENDMENT (DOM LLC)
NAME

COUNTY: NASS

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FILED:10/15/2010 DURATION:***** CASH#:101015000308 FILM #:101015000291

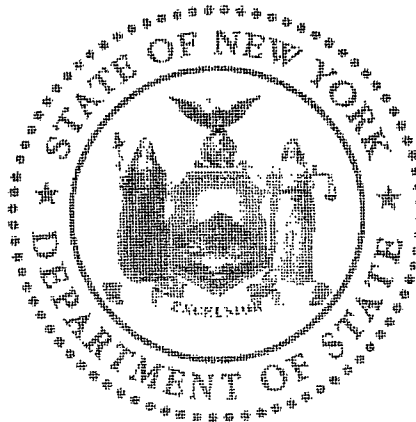
FILER:

AVANT-GARDE OPTICS LLC
44 HARBOR PARK DRIVE

PORT WASHINGTON, NY 11050

ADDRESS FOR PROCESS:

REGISTERED AGENT:



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SERVICE COMPANY: CONTINENTAL CORPORATE SERVICES, INC. - SERVICE CODE: 04

FEES 370.00

FILING 60.00
TAX 0.00
CERT 0.00
COPIES 10.00
HANDLING 300.00

PAYMENTS 370.00

CASH 0.00
CHECK 0.00
CHARGE 0.00
DRAWDOWN 370.00
OPAL 0.00
REFUND 0.00

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DOS-1025 (04/2007)

TRADEMARK
REEL: 004412 FRAME: 0980

STATE OF NEW YORK

DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the Department of State, at the City of Albany, on October 15, 2010.

A handwritten signature in black ink, appearing to read "Daniel E. Shapiro".

Daniel E. Shapiro
First Deputy Secretary of State

101015000

291

**CERTIFICATE OF AMENDMENT
OF
ARTICLES OF ORGANIZATION
OF
AVANT-GARDE OPTICS, LLC**

Under Section 211 of the New York Limited Liability Company Law

FIRST: The name of the limited liability company is: AVANT-GARDE OPTICS, LLC.

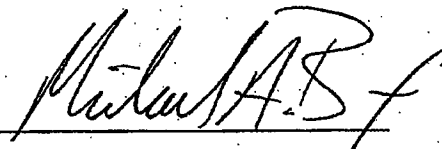
SECOND: The date of filing of the articles of organization is: February 1, 2001.

THIRD: The amendment effected by this certificate of amendment is as follows:

Paragraph 1 of the Articles of Organization relating to the name of the Company is hereby amended to read as follows:

"The name of the limited liability company is Luxottica USA LLC (the "Company")."

IN WITNESS WHEREOF, I have signed this Certificate on the 15TH day of OCTOBER, 2010.



Name: Michael A. Boxer
Title: Senior Vice President, General
Counsel and Secretary

101015000

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**CERTIFICATE OF AMENDMENT
OF
ARTICLES OF ORGANIZATION
OF
AVANT-GARDE OPTICS, LLC
Under Section 211 of the Limited Liability Company Law**

FILED

2010 OCT 15 AM 10:13

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Filer's Name: Avant-Garde Optics, LLC
Address: 44 Harbor Park Drive
City, State and Zip Code: Port Washington, NY 11050

STATE OF NEW YORK
DEPARTMENT OF STATE
FILED

OCT 15 2010

TAX \$ *[Signature]*

BY: *[Signature]*

2010 OCT 15 AM 9:51

RECEIVED

DRAWDOWN
CONTINENTAL #04

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