

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Governor and Company of the Bank of Ireland		11/23/2010	Irish bank and chartered corporation established under Irish law: IRELAND

**RECEIVING PARTY DATA**

Name:	Eyeglass World, LLC
Street Address:	296 Grayson Highway
City:	Lawrenceville
State/Country:	GEORGIA
Postal Code:	30046
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	3099755	EYEGLOSS WORLD
Registration Number:	3190487	EYEGLOSS WORLD
Registration Number:	2981156	MACARIUS
Registration Number:	2970617	ALEC
Registration Number:	2967162	EYE2K
Serial Number:	78434120	FIRENZE
Serial Number:	78434108	MASSIMO

**CORRESPONDENCE DATA**

Fax Number: (212)455-2502  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (212) 455-3894  
 Email: jmull@stblaw.com  
 Correspondent Name: Meryl Rosen  
 Address Line 1: 425 Lexington Avenue

OP \$190.00 3099755

**900176324**

**TRADEMARK  
 REEL: 004421 FRAME: 0530**

Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER: 509265/1498

NAME OF SUBMITTER: J. Jason Mull

Signature: /J. Jason Mull/

Date: 11/24/2010

Total Attachments: 2

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**RELEASE OF SECURITY INTEREST IN TRADEMARKS**

This RELEASE OF SECURITY INTEREST IN TRADEMARKS ("Release") is made as of the 23 day of November, 2010, by The Governor and Company of the Bank of Ireland ("Secured Party") in favor of Eyeglass World, LLC, a Delaware limited liability company ("Grantor").

**WITNESSETH**

WHEREAS, the Secured Party and the Grantor are parties to a certain Trademark Security Agreement, dated as of January 22, 2009 (the "Security Agreement"), wherein the Grantor granted the Secured Party a security interest in and to the Trademark Collateral (as defined in the Security Agreement), including the U.S. trademarks and trademark applications identified on Schedule A attached hereto;

WHEREAS, the Security Agreement was recorded with the U.S. Patent and Trademark Office on January 26, 2009 at Reel 3924, Frame 0592;

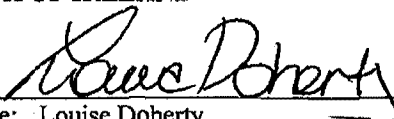
WHEREAS, the Grantor has satisfied the terms of the Security Agreement and requests a specific release of the security interest granted and recorded against the Trademark Collateral; and


WHEREAS, the Secured Party desires to grant to the Grantor a specific release of the security interest granted and recorded against the Trademark Collateral.

NOW THEREFORE, for good and valuable consideration previously tendered by the Grantor, the receipt and sufficiency of which are hereby acknowledged, the Secured Party does hereby terminate the Security Agreement and relinquish and release the entirety of the security interests in the Trademark Collateral and reassigns forever to the Grantor all right, title and interest of any nature whatsoever which the Secured Party holds in or to the Trademark Collateral and associated common law rights and goodwill appurtenant thereto, and further agrees that it shall execute all other documents and do all other acts necessary to relinquish and effect the release of such rights to the Grantor.

IN TESTIMONY WHEREOF, the Secured Party has executed this Release by its proper officers thereunto duly authorized.



**THE GOVERNOR AND COMPANY OF THE  
BANK OF IRELAND**

By:   
Name: Louise Doherty  
Title: Vice President

By:   
Name: Edward A. Boyle  
Title: Sr. VP

(G)

TRADEMARK REGISTRATIONS

<u>Trademark Description</u>	<u>U.S. Registration No.</u>	<u>Date Registered</u>
The color(s) blue and red is/are claimed as a feature of the mark. The letters in the words EYEGLOSS WORLD are blue, and the eyeglass device is red. The mark consists of the words "EYEGLOSS WORLD" in a stacked configuration wherein an eyeglass device forms the "G" and "O".	3,099,755	June 6, 2006
		
The color(s) blue and red is/are claimed as a feature of the mark. All letters in the wording EYEGLOSS WORLD are blue except for the letter "G"; the eyeglass device, representing the letter "G", is red. The mark consists of the words "EYEGLOSS WORLD" wherein an eyeglass device forms the "G".	3,190,487	January 2, 2007
		
Word mark: "MACARIUS"	2,981,156	August 2, 2005
Word mark: "ALEC"	2,970,617	July 19, 2005
Word mark: "EYE2K"	2,967,162	July 12, 2005

TRADEMARK APPLICATIONS

<u>Trademark Application Description</u>	<u>U.S. Application No.</u>	<u>Date Applied</u>
Word mark: "FIRENZE" (Abandoned)	78434120	June 11, 2004
Word mark: "MASSIMO" (Abandoned)	78434108	June 11, 2004

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