

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:	National Vision, Inc.
Street Address:	296 Grayson Highway
City:	Lawrenceville
State/Country:	GEORGIA
Postal Code:	30046
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 27

Property Type	Number	Word Mark
Registration Number:	2785636	440LENS.COM
Registration Number:	3728443	ACTIVELITE
Registration Number:	3252237	CUSTOMLITES
Registration Number:	3359665	DURASHIELD
Registration Number:	2435589	DURAVIEW
Registration Number:	2218396	ELI
Registration Number:	2217080	ELI
Registration Number:	2653271	EYE ROCK CLUB
Registration Number:	2312653	EYECARE LEASING
Registration Number:	2821249	EYES RITE
Registration Number:	2379850	EZ LITE
Registration Number:	1921730	GIORGIO VINCENTE
Registration Number:	1921729	GIORGIO VINCENTE

OP \$690.00 2785636

Registration Number:	2314880	HEARTLAND COLLECTION
Registration Number:	2719004	NATIONAL VISION
Registration Number:	2719005	NATIONAL VISION INC
Registration Number:	2721008	NATIONAL VISION OPTICAL
Registration Number:	3312175	NEVERGLARE
Registration Number:	3175562	OLIVIA MICHAELS
Registration Number:	1920747	ROBERT LATOUR
Registration Number:	2042507	SMART BUYS
Registration Number:	2547475	SUREVALUE
Registration Number:	2486436	SUREVALUE
Registration Number:	2796421	VISTA EYECARE NETWORK
Registration Number:	2406161	VISTA OPTICAL
Registration Number:	2406160	VISTA OPTICAL
Registration Number:	2615598	ZEROLINE

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: jnull@stblaw.com
Correspondent Name: Meryl Rosen
Address Line 1: 425 Lexington Avenue
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: 3

source=TM Release The Governor and Company of the Bank of Ireland-National Vision#page1.tif
source=TM Release The Governor and Company of the Bank of Ireland-National Vision#page2.tif
source=TM Release The Governor and Company of the Bank of Ireland-National Vision#page3.tif

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 National Vision, Inc., a Delaware corporation ("Grantor").

WITNESSETH

WHEREAS, the Secured Party and the Grantor are parties to a certain Trademark Security Agreement, dated as of June 8, 2006 (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 identified on Schedule A attached hereto;

WHEREAS, the Security Agreement was recorded with the U.S. Patent and Trademark Office on August 25, 2006 at Reel 3377, Frame 0783;


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

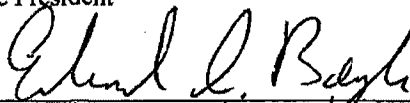
WHEREAS, the Secured Party desires to grant to the Grantor a specific release of the security interest granted and recorded against the Trademark Collateral.

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: S. VP

(F)

SCHEDULE A

Mark	Serial No.	Filing Date	Registration No.	Registration Date
440LENS.COM	76416812	6/4/2002	2785636	11/25/2003
ACTIVELITE (word)	78881973	5/11/2006	3728443	12/22/2009
CUSTOMLITES	78401878	4/14/2004	3252237	6/12/2007
DURASHIELD (word)	78881984	5/11/2006	3359665	12/25/2007
DURAVIEW (word)	75468178	4/15/1998	2435589	3/13/2001
ELI & design	75331638	7/28/1997	2218396	1/19/1999
ELI (word)	75331508	7/28/1997	2217080	1/12/1999
EYE ROCK CLUB (word)	76089439	7/17/2000	2653271	11/26/2002
EYECARE LEASING (word)	75529326	8/3/1998	2312653	1/25/2000
EYES RITE (word)	78211460	2/6/2003	2821249	3/9/2004
EZ LITE (word)	75316257	6/27/1997	2379850	8/22/2000
GIORGIO VINCENTE (stylized)	74575248	9/19/1994	1921730	9/26/1995
GIORGIO VINCENTE (word)	74575247	9/19/1994	1921729	9/26/1995
HEARTLAND COLLECTION (word)	75319939	7/7/1997	2314880	2/1/2000
NATIONAL VISION (word)	76418238	6/15/2002	2719004	5/27/2003
NATIONAL VISION INC. (logo)	76418240	6/15/2002	2719005	5/27/2003
NATIONAL VISION OPTICAL (logo)	76418239	6/15/2002	2721008	6/3/2003
NEVERGLARE (word)	78881989	5/11/2006	3312175	10/16/2007
OLIVIA MICHAELS (word)	78693880	8/16/2005	3175562	11/21/2006
Robert LaTour (stylized)	74416786	7/26/1993	1920747	9/19/1995
SMART BUYS (word)	75008457	10/23/1995	2042507	3/4/1997
SUREVALUE (word) (for glasses)	75044426	1/16/1996	2547475	3/12/2002

(F)

Mark	Serial No.	Filing Date	Registration No.	Registration Date
SUREVALUE (word) (for lenses)	75324077	7/14/1997	2486436	9/11/2001
VISTA EYECARE NETWORK	75442858	3/2/1998	2796421	12/23/2003
VISTA OPTICAL	75867352	12/10/1999	2406161	11/21/2000
VISTA OPTICAL	75867351	12/10/1999	2406160	11/21/2000
ZEROLINE (word)	75044428	1/16/1996	2615598	9/3/2002

(F)