

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
OpticsPlanet, Inc.		12/31/2011	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	ECENTRIA IPH, LLC		
Street Address:	3150 Commercial Avenue		
City:	Northbrook		
State/Country:	ILLINOIS		
Postal Code:	60062		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85094749	DVOR	
CORRESPONDENCE DATA			
Fax Number:	3122220800		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312.222.5794		
Email:	jhbrown@michaelbest.com		
Correspondent Name:	Jeffrey H. Brown		
Address Line 1:	Michael Best & Friedrich LLP		
Address Line 2:	180 N. Stetson, Suite 2000		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	021777-9005		
NAME OF SUBMITTER:	Jeffrey H. Brown		
Signature:	/Jeffrey H. Brown/		

Date:

08/23/2012

Total Attachments: 2

source=11791181_Assignment_to_ECENTRIA_IPH,_LLC_of_DVOR_85-049749#page1.tif

source=11791181_Assignment_to_ECENTRIA_IPH,_LLC_of_DVOR_85-049749#page2.tif

ASSIGNMENT OF TRADEMARK

WHEREAS, OpticsPlanet, Inc., an Illinois corporation having offices located at 3150 Commercial Avenue, Northbrook, IL 60062 ("ASSIGNOR"), owns all right, title and interest in and to the trademark and application therefor listed on Schedule A attached hereto and made a part hereof and the goodwill of the business symbolized by the aforesaid trademark;

WHEREAS, ASSIGNOR is assigning the trademark identified in the application set forth on Schedule A along with the portion of ASSIGNOR's ongoing and existing business to which the trademark pertains; and

WHEREAS, ECENTRIA IPH, LLC, an Illinois limited liability company having offices located at 3150 Commercial Avenue, Northbrook, IL 60062 ("ASSIGNEE"), the successor to that portion of the ongoing and existing business of ASSIGNOR to which the trademark set forth on Schedule A pertains, desires to acquire all of ASSIGNOR's right, title and interest in and to the aforesaid trademark and application therefor listed on attached Schedule A and the goodwill of the business symbolized by said trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has sold, transferred, and assigned and by these presents does hereby sell, transfer, and assign to ASSIGNEE, its successors, assigns and legal representatives, all of the right, title, and interest in and to said trademark and application therefor listed on attached Schedule A, and the goodwill of the business symbolized by said trademark, together with all rights under any applicable international treaties and agreements, the same to be held and enjoyed by ASSIGNEE for its own use and benefit and the use and benefit of its successors, assigns and legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR, together with all income, royalties, damages or payments resulting from or attributable to activity or conduct after the effective date of this Assignment, including, without limitation, all worldwide rights to the aforesaid trademark and application therefor, the goodwill of the business symbolized by said trademark and the right to sue and collect for all future, present and past infringements thereof, including infringements which may have occurred prior to the execution of this Assignment.

IN WITNESS WHEREOF this Assignment has been duly executed by an authorized officer of ASSIGNOR and is effective as of December 31, 2011.

OpticsPlanet, Inc.

By: Kevin D. Huns

Title: CEO

Schedule A

Mark	Application Serial No.	Services
DVOR	85/094749	On-line retail store services featuring optical products, astronomy equipment, scientific equipment, electronics, outdoor equipment, hunting, police and military gear, eyewear, and sports equipment; providing a searchable website featuring the goods and services of other vendors featuring discounts, limited offers and on-line auctions; promoting the goods and services of others by providing a website featuring discounts, limited offers and on-line auctions (Class 35)