

## 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
Smith Sport Optics, Inc.		07/10/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Safilo USA, Inc.		
Street Address:	801 Jefferson Road		
City:	Parsippany		
State/Country:	NEW JERSEY		
Postal Code:	07054		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85698829	SUNCLOUD	
Serial Number:	85709887	SUNCLOUD POLARIZED OPTICS	
CORRESPONDENCE DATA			
Fax Number:	2159727677		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	215-751-2622		
Email:	trademarks@schnader.com		
Correspondent Name:	James R. Meyer		
Address Line 1:	Schnader Harrison Segal & Lewis LLP		
Address Line 2:	1600 Market Street, Suite 3600		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	0851534-0009/594US&595US		
NAME OF SUBMITTER:	James R. Meyer		
Signature:	/JAMES R. MEYER/		

CH \$65.00 85698829

TRADEMARK

Date:

07/15/2013

**Total Attachments: 4**

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**ASSIGNMENT OF TRADEMARK**

**WHEREAS**, Smith Sport Optics, Inc., a corporation organized under the laws of the state of Delaware having an address of 280 Northwood Way, Ketchum, Idaho 83340 (hereinafter referred to as the "Assignor") was the owner of the trademarks, **SUNCLOUD (Stylized)**, which mark is the subject of U.S. Trademark Application No. 85/698,829 and **SUNCLOUD POLARIZED OPTICS (Stylized)**, which mark is the subject of U.S. Trademark Application No. 85/709,887 (the "Marks");

**WHEREAS**, Safilo USA, Inc., a corporation organized under the laws of the state of New Jersey, having an address of 801 Jefferson Road, Parsippany, New Jersey 07054 (hereinafter referred to as the "Assignee") has acquired the entire right, title and interest in and to the Marks, including all of the goodwill of the business in connection with which the Mark are used and symbolized by the Marks.

**NOW, THEREFORE**, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor confirms that it assigned, transferred and set over unto Assignee, its successors and assigns, the entire right, title and interest in and to the Marks, the goodwill of the business in connection with which the Marks are used and symbolized by the Marks, and the right to recover for past infringements of the Marks, to have and to hold the same as fully and completely as the same might have been held by the Assignor had this assignment not been made.

Assignor agrees, at Assignee's expense and request, to take all lawful acts which Assignee may deem advisable or necessary in order to render this assignment fully effective and to register and enforce the rights conveyed hereby, including without limitation, execution of lawful documents, and cooperation in production of evidence and giving of testimony in connection with proceedings to enforce the rights conveyed hereby.

**SMITH SPORT OPTICS, INC.**

Date:

7/10/13

By:



Name: NED POST

Title: PRES.

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**TRADEMARK**  
**REEL: 005069 FRAME: 0055**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**Trademark Operation**

**IN RE:**

Application No.                    See attached schedule  
Mark:                                See attached schedule  
Applicant:                         Safilo USA, Inc.  
Attorney Docket No.            0851534-0101/594US & 595US

**SUBSTITUTE CORRESPONDENT AND POWER OF ATTORNEY**

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

Dear Sir or Madam:

Kindly address all correspondence to:

Intellectual Property Department – Trademarks  
Attn: James R. Meyer  
**SCHNADER HARRISON SEGAL & LEWIS LLP**  
1600 Market Street, Suite 3600  
Philadelphia, PA 19103-7286

215-751-2622 (Telephone)  
215-972-7677 (Facsimile)  
[trademarks@schnader.com](mailto:trademarks@schnader.com) (Email)

Applicant hereby appoints:

Rachel E. Branson	
Joan T. Kluger	(PA & DE)
James R. Meyer	
Ronald J. Ventola II	(PA & LA)
Stephenie W. Yeung	(PA & NJ)

all members of the Bar of the Commonwealth of Pennsylvania (except as indicated) and all with offices at Schnader Harrison Segal & Lewis LLP, 1600 Market Street, Suite 3600, Philadelphia, Pennsylvania 19103-7286, as its attorneys with full power of substitution, association and

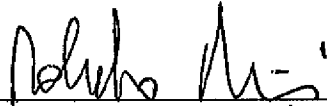
revocation, to prosecute these Applications to Register, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Certificates of Registration.

All previous powers of attorney are revoked.

Respectfully submitted,

SAFILO USA, INC.

Dated: 7/10/13

  
\_\_\_\_\_  
Name: *Roberto Risi*  
Title: *CFO*

**SCHEDULE OF TRADEMARKS**

<b>APPLICATION NO.</b>	<b>TRADEMARK</b>
85/698,829	SUNCLOUD (Stylized)
85/709,887	SUNCLOUD POLARIZED OPTICS (Stylized)