

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312775

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ira S Lerner		07/17/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Mondottica Internaational Limited		
Street Address:	2101 Laws Commercial Plaza, 788 Cheung Sha Wan Road, Lai Chi Kok		
City:	Kowloon		
State/Country:	HONG KONG		
Entity Type:	CORPORATION: HONG KONG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3235887	PURE EYEWEAR	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	347-263-4953		
Email:	neal.greenfield@gmail.com		
Correspondent Name:	Neal S. Greenfield		
Address Line 1:	412 East 65th Street, Apt 3G		
Address Line 4:	New York, NEW YORK 10065		
ATTORNEY DOCKET NUMBER:	PURE EYEWEAR		
DOMESTIC REPRESENTATIVE			
Name:	Neal S. Greenfield, Esq.		
Address Line 1:	412 East 65th Street, Apt 3G		
Address Line 4:	New York, NEW YORK 10065		
NAME OF SUBMITTER:	Neal S. Greenfield, Esq.		
SIGNATURE:	/Neal S. Greenfield/		
DATE SIGNED:	08/03/2014		
Total Attachments: 1			
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OP \$40.00 3235887

TRADEMARK ASSIGNMENT

This Agreement is entered into freely by and between Ira S. Lerner, a US Citizen with an address at 84 Mercer Street #3, New York, NY 10012 ("Assignor") and Mondottica International Limited, a Hong Kong corporation with an address at 2101 Laws Commercial Plaza, 788 Cheung Sha Wan Road, Lai Chi Kok, Kowloon, Hong Kong ("Assignee").

WHEREAS, Assignor is the owner of the United States trademark registration identified as follows:

PURE EYEWEAR, Reg. No. 3235887 (hereafter the "Trademark"); and

WHEREAS, Assignee wishes to acquire the entire rights, title, and interest in the Trademark in perpetuity;

NOW, the parties agree as follows:

In exchange for the payment of one dollar and other good consideration, the receipt of which is hereby acknowledged Assignor does hereby irrevocably assign to Assignee all rights, title, and interest (including, but not limited to, all registration rights with respect to the Trademark, including the right to prepare derivative marks, all goodwill associated therewith and all other rights), in and to the Trademark.

Date: July 17, 2014

Ira S. Lerner, Assignor



