

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329275

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Marcolin U.S.A., Inc.		12/31/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Viva Optique, Inc.		
Street Address:	3140 Route 22 West		
City:	Somerville		
State/Country:	NEW JERSEY		
Postal Code:	08876		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1429050	NATIONAL OPTICAL CO.	
Registration Number:	3422000	NATIONAL	
Registration Number:	3407444	DESIGNED 2 FIT	
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>			
Email:	bryce.maynard@bipc.com		
Correspondent Name:	Bryce J. Maynard		
Address Line 1:	1737 King Street Suite 500		
Address Line 2:	Buchanan Ingersoll & Rooney PC		
Address Line 4:	Alexandria, VIRGINIA 22314		
NAME OF SUBMITTER:	Bryce J. Maynard		
SIGNATURE:	/Bryce J. Maynard/		
DATE SIGNED:	01/16/2015		
Total Attachments: 2			
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source=Trademark Assignment -- Marcolin USA to Viva#page2.tif			

OP \$90.00 1429050

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is entered into as of December 31, 2014, between Marcolin U.S.A., Inc., a New York corporation located and doing business at 7543 E. Tierra Buena Lane, Scottsdale, Arizona, 85260 ("Assignor"), and Viva Optique, Inc., a New Jersey corporation located and doing business at 3140 Route 22 West, Somerville, New Jersey, 08876 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks NATIONAL OPTICAL CO., NATIONAL, and DESIGNED 2 FIT, including the rights embodied in U.S. Reg. Nos. 1,429,050; 3,422,000; and 3,407,444; as well as all common law and other rights in said marks (hereinafter referred to collectively as "the Marks");

WHEREAS, Assignor has agreed to assign the Marks to Assignee;

NOW THEREFORE, be it known that, for and in consideration of good and valuable consideration, the receipt of which Assignor acknowledges, the parties hereto agree as follows:

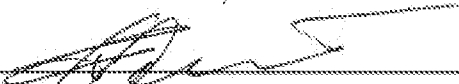
1. This Assignment covers (a) the Marks, together with the goodwill associated with the Marks and the goodwill of the business associated with the Marks; (b) any extension or renewal of any such registration or application set forth in subsection (a) hereof; (c) any common law rights in any of the foregoing; (d) all rights therein provided by international treaties and conventions; and (e) all rights to sue and recover damages or obtain injunctive relief for past and future infringement, misappropriation, violation or breach of any of the foregoing (subsections (a) through (e)); (collectively, the "Assigned Intellectual Property").

2. Assignor, as owner, does hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, Assignor's entire right, title, and interest in and to the Assigned Intellectual Property, together with the goodwill of the business associated therewith and symbolized by the Assigned Intellectual Property, in its entirety.

3. Assignor further covenants and agrees that it will, without further consideration, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the Assigned Intellectual Property in Assignee, its successors or assigns.

IN WITNESS WHEREOF, the said Assignor and Assignee have executed this Assignment.

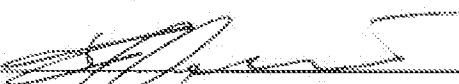
MARCOLIN U.S.A., INC.

By: 

Name: Fabrizio Gamberini

Title: CEO

VIVA OPTIQUE, INC.

By: 

Name: Fabrizio Gamberini

Title: CEO