

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM331880

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Genal Strap, Inc.		01/26/2015	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Johnson & Johnson		
Street Address:	One Johnson & Johnson Plaza		
City:	New Brunswick		
State/Country:	NEW JERSEY		
Postal Code:	09833-7001		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4154700	DEFINE PETITE OPTICS	
CORRESPONDENCE DATA			
Fax Number:	2128135901		
<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:	212 813 5900		
Email:	assignments@fzlj.com		
Correspondent Name:	TAMAR NIV BESSINGER		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	J&J 1407049		
NAME OF SUBMITTER:	Tamar Niv Bessinger		
SIGNATURE:	/anca nicolescu/		
DATE SIGNED:	02/11/2015		
Total Attachments: 1			
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CH \$40.00 4154700

ASSIGNMENT

WHEREAS, Genal Strap, Inc., a New York corporation located at 31-00 47th Avenue, Long Island City, NY 11101 ("GSI"); ("Assignor"), is the owner of the mark DEFINE PETITE OPTICS (the "Mark"), including but not limited to U.S. Trademark Reg. No. 4,154,700 for "eye glasses, sunglasses and eye-wear frames" in International Class 9 (hereinafter the "Registration"); and

WHEREAS, Johnson & Johnson, a New Jersey corporation located at One Johnson & Johnson Plaza, New Brunswick, NJ 09833-7001 ("Assignee"), wishes to acquire all right, title and interest in and to the Mark including the goodwill symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and Registration, whether statutory or at common law, throughout the world, in and to the Mark and the Registration for all goods and services, together with the goodwill of the business symbolized by the Mark, all causes of action for previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements, and all of Assignor's other rights and interests in the Mark and the Registration. No liabilities of Assignor relating to the Mark and/or the Registration incurred up to and including the date below are hereby transferred or assigned to Assignee, and Assignee shall in no event assume any such liabilities.

Dated: January 26, 2015

GENAL STRAP, INC.

By: 

Name: Eli BORDINARIO

Title: Vice President Finance