

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM351073

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eye Level Solutions, LLC		07/31/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	KeHE Eye Level, LLC		
Street Address:	1245 E. Diehl Rd.		
City:	Naperville		
State/Country:	ILLINOIS		
Postal Code:	60563		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2671586	EYE LEVEL SOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	3125585700		
<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:	312 558-9583		
Email:	mfoy@winston.com		
Correspondent Name:	Michelle Foy, Paralegal		
Address Line 1:	Winston & Strawn LLP, 35 W. Wacker Drive		
Address Line 2:	Suite 4200		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	10802-17		
NAME OF SUBMITTER:	Michelle C. Foy		
SIGNATURE:	/Michelle C. Foy/		
DATE SIGNED:	08/11/2015		
Total Attachments: 4			
source=B(9) CHI-#2938204-v2-KeHE_-_Assignment_of_Trademarks_(Eye_Level)#page1.tif			
source=B(9) CHI-#2938204-v2-KeHE_-_Assignment_of_Trademarks_(Eye_Level)#page2.tif			
source=B(9) CHI-#2938204-v2-KeHE_-_Assignment_of_Trademarks_(Eye_Level)#page3.tif			

CH \$40.00 2671586

ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this "Assignment") is entered into and effective as of this 31st day of July, 2015 by Eye Level Solutions, LLC (formerly Eye Level System, LLC and formerly Kehe Eye Level, LLC), a Delaware limited liability company ("Assignor"), in favor of KeHE Eye Level, LLC, a Delaware limited liability company ("Assignee"), and collectively referred to as the "Parties."

WHEREAS, Assignor is the owner all right, title and interest in and to the marks and trademark registrations shown in Exhibit A attached hereto (the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS Assignor has agreed to sell, assign, convey, transfer and deliver to Assignee and Assignee has agreed to purchase, acquire, receive and take assignment and delivery of the Trademarks, together with the goodwill connected with the use of and symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as set forth below.

1. Assignor hereby sells, assigns, conveys, transfers and delivers to Assignee all of Assignor's right, title and interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks) and rights to sue for past infringement thereof, the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

2. Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration set forth on Exhibit A to Assignee as assignee of Assignor's entire right, title and interest therein.

3. Assignee hereby accepts the assignment of the Trademarks from Assignor.

4. This Assignment shall be governed by, and construed in accordance with, the federal Lanham Act and Delaware law where state law is applicable.

5. This Assignment may be executed in counterparts, each of which shall be deemed to be an original, but all of which together shall constitute a single agreement.

6. Assignor further agrees, without further consideration, to cause to be performed such lawful acts and to execute such further assignments and other lawful documents as Assignee may reasonably request to fully effectuate this Assignment.

IN WITNESS WHEREOF, the Parties hereto, intending to be legally bound thereby, have executed this Assignment as of the date first written above.

ASSIGNOR:

EYE LEVEL SOLUTIONS, LLC (formerly Kehe Eye Level, LLC), a Delaware limited liability company

By: [Signature]
Name: _____
Title: _____

STATE OF Florida

COUNTY OF Pinellas

This instrument was acknowledged before me on August 3rd, 2015, by John Miles as CEO of EYE LEVEL SOLUTIONS, LLC.

My Commission Expires: June 6th 2017

Hollace J. Michael
Notary Public
Commissioner No.: FF 022241

Acknowledged and Agreed:
ASSIGNEE:

KEHE EYE LEVEL, LLC, a Delaware limited liability company

By: _____
Name: _____
Title: _____



IN WITNESS WHEREOF, the Parties hereto, intending to be legally bound thereby, have executed this Assignment as of the date first written above.

ASSIGNOR:

EYE LEVEL SOLUTIONS, LLC (formerly Kehe Eye Level, LLC), a Delaware limited liability company

By: _____
Name: _____
Title: _____

STATE OF _____

COUNTY OF _____

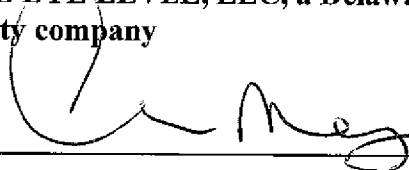
This instrument was acknowledged before me on _____, 2015, by _____ as _____ of EYE LEVEL SOLUTIONS, LLC.

My Commission Expires: _____

Notary Public
Commissioner No.: _____

Acknowledged and Agreed:
ASSIGNEE:

KEHE EYE LEVEL, LLC, a Delaware limited liability company

By:  _____
Name: _____
Title: _____

Trademarks

U.S. TRADEMARK APPLICATIONS AND REGISTRATIONS

Trademark	Status	App. No.	Filing Date	Reg. No.	Reg. Date
EYE LEVEL SOLUTIONS	Registered	76/319871	10/1/2001	2,671,586	1/7/2003