

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358823

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
OPTICAL AFFAIRS COMPANY		08/31/2015	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	DITA, INC.		
Street Address:	1 Columbia		
City:	Aliso Viejo		
State/Country:	CALIFORNIA		
Postal Code:	92656		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	1522465	CHRISTIAN ROTH	
Registration Number:	1522218	CHRISTIAN ROTH	
Registration Number:	4679532	CHRISTIAN ROTH	
Registration Number:	4739464	CHRISTIAN ROTH	
Serial Number:	85748776	CHRISTIAN ROTH	
CORRESPONDENCE DATA			
Fax Number:	2123101603		
<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:	212 626 4976		
Email:	nyctrademarks@bakermckenzie.com		
Correspondent Name:	Pamela T. Church		
Address Line 1:	452 Fifth Avenue		
Address Line 2:	Baker & McKenzie LLP		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	68245768-002000		
NAME OF SUBMITTER:	Pamela T. Church		
SIGNATURE:	/PTC/		
DATE SIGNED:	10/15/2015		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment is delivered under the Asset Purchase Agreement (the "Purchase Agreement") dated as of August 31, 2015, by and among Optical Affairs Company, a Florida corporation (the "Seller"), Christian Roth, an individual, and Eric Domege, an individual, (together with Seller, the "Selling Parties"), and Dita, Inc., a Nevada corporation having an address at 1 Columbia, Aliso Viejo, California 92656, (the "Buyer"). Capitalized terms used in this Trademark Assignment without definition have the respective meanings given to them in the Purchase Agreement.

The Selling Parties have delivered this instrument signed by the Selling Parties to enable the Buyer to file it with any appropriate Governmental Authority to indicate ownership of the Marks described below and for the other purposes set forth in this instrument. This instrument supplements and is in addition to all other rights of the Buyer under the Purchase Agreement and other instruments of transfer delivered in connection with the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, receipt of which the Selling Parties acknowledge, and by signing and delivering this instrument, the Selling Parties sell, assign, transfer, convey, and deliver to the Buyer all of the Selling Parties' right, title, and interest in and to:

(a) the registered and unregistered trademarks, service marks and trade names and applications for registration of trademarks and service marks listed in Annex A to this Trademark Assignment (collectively, the "Marks"); and

(b) the following properties and rights with respect to all Marks so listed in Annex A:

(i) all goodwill associated with the business related to the Marks together with all rights to use, license and otherwise exploit the Marks;

(ii) any and all registered Marks and applications for registration of the United States that have been or may be granted or filed, respectively, with respect to such Marks;

(iii) all Marks that may claim priority based on and correspond to the Marks listed in Annex A;

(iv) all income, royalties, damages, and payments hereafter due or payable to the Selling Parties with respect to the Marks, including without limitation unpaid damages and payments for past, present, and future infringements of any Mark;

(v) all rights in and under the Marks to the fullest extent allowed by law as fully as the Selling Parties would have held the same in the absence of this assignment; and

(vi) all rights to sue and recover damages and payments for past, present, and future infringements or dilution of any of the Marks, including the right to fully and entirely replace the Selling Parties in all related matters.

The Selling Parties hereby acknowledge and agree that from and after the date hereof, the Buyer shall be the exclusive owner of the Marks. Each of the Selling Parties agrees that it will not at any time, directly or indirectly, challenge or assist any person in challenging, in any jurisdiction (a) the Buyer's rights, title and interest in and to the Marks, (b) the Buyer's and its affiliates' rights to use and control the Marks, or (c) the validity of the Marks.

This Trademark Assignment has been executed and delivered by the Selling Parties for the purpose of recording the assignment herein with the appropriate government entity. The Selling Parties agree that at any time and from time to time the Selling Parties shall promptly execute and deliver all further instruments and documents which the Buyer, its successors and/or assigns may reasonably request and at the cost of the Buyer and its successors and/or assigns to effect the terms of this Trademark Assignment and to perfect, protect or more fully evidence the Buyer's and its successors' and/or assigns' respective right, title and interest in and to the Marks, including, without limitation, its recordation in relevant U.S. and foreign local, state and national trademark offices.

This Trademark Assignment may be signed in counterparts (including via facsimile or pdf) with the same effect as if the signatures to each counterpart were upon a single instrument, and all such counterparts together shall be deemed an original of this Trademark Assignment.

The undersigned have signed this Trademark Assignment on Aug 31, 2015.

OPTICAL AFFAIRS COMPANY

By: Christian Roth, President
Christian Roth,
President

By: Christian Roth
Christian Roth,
An individual

By: Eric Domege
Eric Domege,
An individual

ANNEX A TO TRADEMARK ASSIGNMENT

Registered Trademarks

Trademark	Registration No. and Country	Registration Date
CHRISTIAN ROTH	1522465 USA	1/31/1989
CHRISTIAN ROTH	1522218 USA	1/24/1989
CHRISTIAN ROTH	4679532 USA	1/27/2015
CHRISTIAN ROTH	4739464 USA	5/19/2015

Pending Trademark Applications

Trademark	Application Number and Country	Application Date
CHRISTIAN ROTH	85748776 USA	10/9/2012