

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM391586

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Eye Elements Inc.		07/15/2016	Corporation: GEORGIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ECP Georgia, LLC		
<b>Street Address:</b>	15933 Clayton Road		
<b>Internal Address:</b>	Suite 210		
<b>City:</b>	Clarkson Valley		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63011		
<b>Entity Type:</b>	Limited Liability Company: GEORGIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4070261	EYE ELEMENTS	
<b>Registration Number:</b>	4908022	EYE ELEMENTS	
<b>Registration Number:</b>	4908020	EE	
<b>Registration Number:</b>	4063164		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Email:</b>	internalip@lathropgage.com		
<b>Correspondent Name:</b>	Jacquelyn Knapp		
<b>Address Line 1:</b>	10851 Mastin Blvd.		
<b>Address Line 2:</b>	Bldg. 82, Suite 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210-1669		
<b>NAME OF SUBMITTER:</b>	Jacquelyn Knapp		
<b>SIGNATURE:</b>	/Jacquelyn Knapp/		
<b>DATE SIGNED:</b>	07/15/2016		
<b>Total Attachments: 3</b>			
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**ASSIGNMENT OF TRADEMARKS**

For \$10.00 (Ten and no/100 Dollars) and other good and valuable consideration, the receipt of which is hereby acknowledged, and to be effective as of July 15, 2016,

EYE ELEMENTS INC., a Georgia corporation  
8400 Holcomb Bridge Road, Suite 440  
Alpharetta, GA 30022

**grants, conveys and assigns to**

ECP GEORGIA, LLC, a Georgia limited liability company  
15933 Clayton Road, Suite 210  
Clarkson Valley, Missouri 63011

**all right, title and interest in and to** the trademarks listed on the attached **Schedule A** (the "**Marks**"), together with the goodwill of the business symbolized by the Marks, the corresponding U.S. Trademark Registrations for the Marks and any other applications or registrations for the Marks, and any renewals thereof, and all common law rights associated with the Marks; the right to sue or otherwise recover for any and all past, present and future infringement or dilution of the Marks; all income, royalties, damages, and other payments now and hereafter due and payable with respect to the Marks; and all other rights, whether statutory or common law, corresponding thereto and all other rights of any kind whatsoever accruing thereunder.

Assignor further agrees to execute all documents, papers, forms, and authorizations and to take any and all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title and interest in and to the Marks.

Assignor hereby requests the United States Commissioner of Trademarks and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the sole owner of the Marks.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademarks to be duly executed and delivered as of the date first above written.

EYE ELEMENTS INC.

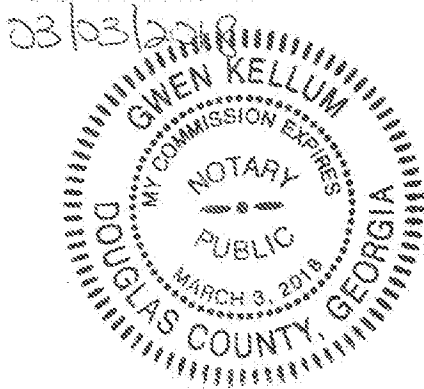
By: [Signature]  
Name: Dr. Michael W. Hung  
Title: Vice President and Secretary

STATE OF Georgia )  
COUNTY OF DeKalb ) ss.

On this 12 day of July, 2016 before me, a Notary Public, in and for said county and state, personally appeared Dr. Michael W. Hung, known to me to be the person and authorized officer of said professional corporation who executed the above Assignment of Trademarks on behalf of said company and acknowledged to me that the same was executed as the free and voluntary act and deed of said officer and as the free and voluntary act and deed of said company.

[Signature]  
NOTARY PUBLIC  
Print Name: Gwen Kellum



My Commission Expires:



[Signature Page to Assignment of Trademarks]

**SCHEDULE A**

**Marks**

<b>Mark</b>	<b>Owner</b>	<b>Registration Date</b>	<b>Goods/Services</b>
eye elements  Reg. No. 4,070,261 Ser. No. 85-304,733	Eye Elements Inc.	12/13/2011	Optometry Services; Treatment of Eye Diseases and Conditions, in Class 44 (U.S. Cls. 100 and 101)
  Reg. No. 4,063,164 Ser. No. 85-304,765	Eye Elements Inc.	11/29/2011	Optometry Services; Treatment of Eye Diseases and Conditions, in Class 44 (U.S. Cls. 100 and 101)
eye elements  Reg. No. 4,908,022 Ser. No. 86-670,323	Eye Elements Inc.	3/1/2016	Online retail store services featuring eyewear, sunglasses, eyeglass frames, contact lenses, contact cases, eyewear and sunglass cases, try-on services, eyeglass selection and preparation; Retail store services featuring eyewear, sunglasses, eyeglass frames, contact lenses, contact cases, eyewear and sunglass cases, try-on services, eyeglass selection and preparation, in Class 035 (U.S. Cls. 100, 101 and 102)
  Reg. No. 4,908,020 Ser. No. 86-670,288	Eye Elements Inc.	3/1/2016	Online retail store services featuring eyewear, sunglasses, eyeglass frames, contact lenses, contact cases, eyewear and sunglass cases, try-on services, eyeglass selection and preparation; Retail store services featuring eyewear, sunglasses, eyeglass frames, contact lenses, contact cases, eyewear and sunglass cases, try-on services, eyeglass selection and preparation, in Class 035 (U.S. Cls. 100, 101 and 102)