

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM393746

<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>
DRS. PRICE, YOUNG, ODLE AND HORSCH, P.A.		07/26/2016	Professional Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ECP KANSAS, LLC		
<b>Street Address:</b>	15933 Clayton Road		
<b>Internal Address:</b>	Suite 210		
<b>City:</b>	Ballwin		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63011-2172		
<b>Entity Type:</b>	Limited Liability Company: KANSAS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3161594	FRESH EYES	
<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>	ipdocketing@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>	08/04/2016		
<b>Total Attachments: 3</b>			
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CH \$40.00 3161594

**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 August 1, 2016,

DRS. PRICE, YOUNG, ODLE AND HORSCH, P.A., a Kansas professional corporation  
2800 SW Wanamaker, Suite 192  
Topeka, KS 66614

**grants, conveys and assigns to**

ECP KANSAS, LLC, a Kansas limited liability company  
15933 Clayton Road, Suite 210  
Ballwin, Missouri 63011-2172

**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.

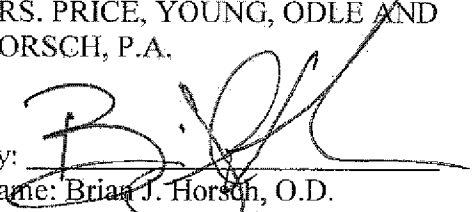
Assignor further agrees to execute all documents, papers, forms, and authorizations and to take any and all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title and interest in and to the Marks.

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.

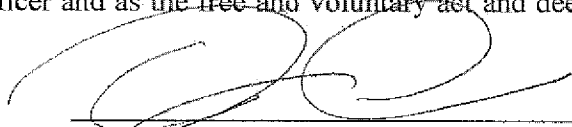
DRS. PRICE, YOUNG, ODLE AND HORSCH, P.A.

By:   
Name: Brian J. Horsch, O.D.  
Title: President and CEO

STATE OF Kansas )  
 ) ss.  
COUNTY OF Shawnee )

On this 26 day of July, 2016 before me, a Notary Public, in and for said county and state, personally appeared Brian J. Horsch, O.D., 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.

Notary Public  
State of Kansas  
Clarris M. Rundel  
My appointment expires: 1-24-2017

  
NOTARY PUBLIC  
Print Name: Clarris M. Rundel

My Commission Expires:

**SCHEDULE A**

<b>Mark/Name/SN/RN</b>	<b>Status/Disclaimer</b>	<b>Brief Goods/Services</b>
Fresh Eyes  RN: 3,161,594 SN: 78-499,150	Registered October 24, 2003	Optometry services, including examinations and contact lens fittings, in Class 44 (U.S. Cls. 100 and 101)