

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM447377

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
My First Shades, Inc.		06/01/2017	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	My First Shades, Inc.		
Street Address:	60 Thoreau Street Suite 207		
City:	Concord		
State/Country:	MASSACHUSETTS		
Postal Code:	01742		
Entity Type:	Corporation: MASSACHUSETTS		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	2857481	MY FIRST SHADES	
Registration Number:	4708463	REAL KIDS	
Registration Number:	3456185	SAFE EYES EVERYDAY	
Registration Number:	3734558	MFS EYEWEAR	
Registration Number:	3703918	REAL KIDS SHADES	
Registration Number:	4577888	UVEEZ	
Registration Number:	4561699	REAL KIDS SHADES	
Registration Number:	5151358	REAL SHADES	
Registration Number:	3718927	MFS	
Registration Number:	5186682	REAL SHADES	
Registration Number:	5005434	FUN SUN ESSENTIALS	
Registration Number:	5127108	REAL KIDS	
Registration Number:	4993566	RKS	
CORRESPONDENCE DATA			
Fax Number:	5167392189		
<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:	5167391500		
Email:	weissandweiss@aol.com		

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Correspondent Name: Philip Weiss
Address Line 1: 410 jericho tpke suite 105
Address Line 4: Jericho, NEW YORK 11753

NAME OF SUBMITTER: philip weiss

SIGNATURE: /philipweiss/

DATE SIGNED: 10/16/2017

Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Assignment") is made and entered into as of **16 October, 2017** ("Effective Date") by and between My First Shades, Inc., a New York corporation, located at 60 Thoreau Street Suite 207, Concord, MA 01742 (Assignor) and My First Shades, Inc. a Massachusetts corporation, located at 60 Thoreau Street Suite 207, Concord, MA 01742 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and trademark registrations, identified and set forth on Schedule "A" attached hereto (collectively, the "Marks");

WHEREAS, Assignee is desirous of acquiring any and all rights that Assignor may have in and to the Marks and any applications or registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, along with the right to recover damages and profits for past infringements thereof.

WHEREAS, Assignor and Assignee are parties to an Agreement dated June 1, 2017 which assigns and transfers all rights and goodwill in said marks from Assignor to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and convey unto Assignee all of Assignor's right, title and interest in and to the Marks and any applications or registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks ("Goodwill"), including, but not limited to, the use of the Marks in any manner; and Assignor does hereby further assign, sell, transfer and convey unto Assignee any and all claims of Assignor for past infringement and any and all causes of action of Assignor with respect to or arising out of the Marks, along with the right to recover damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Marks in Assignee at Assignee's sole cost and expense.

This Assignment shall be governed by and construed in accordance with the laws of the State of New York without regard to the conflict of law provisions thereof.

This Assignment may be signed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be signed and executed by the undersigned officers thereunto duly authorized as of the date first set forth above.

ASSIGNOR:

By:



Name: David Scheinberg
Title: President

ASSIGNEE:

By:



Name: David Scheinberg
Title: President

Schedule "A"
(Schedule of Trademarks)

MARK/TITLE	SERIAL/REG. NO.	GOODS/SERVICES
MY FIRST SHADES	2,857,481	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses
REAL KIDS	4,708,463	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses
SAFE EYES EVERYDAY	3,456,185	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips and lenses
MFS EYEWEAR	3,734,558	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses
REAL KIDS SHADES	3,703,918	Online retail ordering and online retail store services in the field of sunglasses
UVEEZ	4,577,888	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses
REAL KIDS SHADES	4,561,699	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses
REAL SHADES (DESIGN)	5,151,358	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses
MFS	3,718,927	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses
REAL SHADES	5,186,682	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses
FUN SUN ESSENTIALS	5,005,434	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses
REAL KIDS	5,127,108	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses
RKS	4,993,566	Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses