

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM542831

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mondottica International Limited		09/11/2019	Corporation: HONG KONG
RECEIVING PARTY DATA			
Name:	Marchon Eyewear, Inc.		
Street Address:	201 Old Country Road		
Internal Address:	Third Floor		
City:	Melville		
State/Country:	NEW YORK		
Postal Code:	11747		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3235887	PURE EYEWEAR	
CORRESPONDENCE DATA			
Fax Number:			
<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:	6782185065		
Email:	info@brientip.com		
Correspondent Name:	Jaclyn T. Shanks		
Address Line 1:	1175 Grimes Bridge Road, Suite 100		
Address Line 4:	Roswell, GEORGIA 30075		
NAME OF SUBMITTER:	Jaclyn T. Shanks		
SIGNATURE:	/Jaclyn T. Shanks/		
DATE SIGNED:	09/27/2019		
Total Attachments: 4			
source=1046-03160-US - United States TM Assignment Executed by Mondittica (PURE EYEWEAR)#page1.tif			
source=1046-03160-US - United States TM Assignment Executed by Mondittica (PURE EYEWEAR)#page2.tif			
source=1046-03160-US - United States TM Assignment Executed by Marchon (PURE EYEWEAR)#page1.tif			
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OP \$40.00 3235887

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is between Mondottica International Limited, a Hong Kong Corporation, having an address of 63 Wing Hong Street, Cheung Sha Wan, Kowloon, Hong Kong ("Assignor") and Marchon Eyewear, Inc., a New York Corporation, having an address at 201 Old Country Road, 3rd Floor, Melville, New York 11747, United States of America ("Assignee");

WHEREAS, the Assignor is the owner in the United States of the registration listed in Appendix A and any associated common law rights in the underlying mark (collectively referenced as the "Mark"); and

WHEREAS, the Assignor wishes to assign the Mark to the Assignee, and the Assignee wishes to acquire all of Assignor's rights in and to the Mark and the goodwill associated therewith;

WHEREAS, the Assignor and Assignee desire to execute this Trademark Assignment for purposes of recordation with the United States Patent and Trademark Office.

NOW THEREFORE, in consideration of the sum of ten U.S. dollars (US \$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers, and conveys to the Assignee all rights, title, and interest in and to the Mark together with the goodwill of the business associated with the Mark, including all rights of action and remedies for past infringements thereof.

This Assignment is effective as of the date on which it has been signed by both parties. It may be executed in any number of counterparts, all of which taken together shall constitute one and the same assignment. A copy of this signed Agreement shall be deemed to be an original.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by their duly authorized representatives as of the dates set forth below.

ASSIGNOR

ASSIGNEE

Mondottica International Limited

Marchon Eyewear, Inc.

Name: MICHAEL JARDINE

Name: _____

Title: CEO

Title: _____

Date: 11 SEPT 2019

Date: _____

United States of America

Appendix A

Mark

Jurisdiction	Mark	Reg. No. Reg. Date	Class
USA	PURE EYEWEAR	3235887 May 1, 2007	9

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is between Mondottica International Limited, a Hong Kong Corporation, having an address of 63 Wing Hong Street, Cheung Sha Wan, Kowloon, Hong Kong ("Assignor") and Marchon Eyewear, Inc., a New York Corporation, having an address at 201 Old Country Road, 3rd Floor, Melville, New York 11747, United States of America ("Assignee");

WHEREAS, the Assignor is the owner in the United States of the registration listed in Appendix A and any associated common law rights in the underlying mark (collectively referenced as the "Mark"); and

WHEREAS, the Assignor wishes to assign the Mark to the Assignee, and the Assignee wishes to acquire all of Assignor's rights in and to the Mark and the goodwill associated therewith;

WHEREAS, the Assignor and Assignee desire to execute this Trademark Assignment for purposes of recordation with the United States Patent and Trademark Office.

NOW THEREFORE, in consideration of the sum of ten U.S. dollars (US \$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers, and conveys to the Assignee all rights, title, and interest in and to the Mark together with the goodwill of the business associated with the Mark, including all rights of action and remedies for past infringements thereof.

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IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by their duly authorized representatives as of the dates set forth below.

ASSIGNOR

Mondottica International Limited

Name: _____
Title: _____
Date: _____

ASSIGNEE

Marchon Eyewear, Inc.

Name: Philip G. Hibbert
Title: Chief Financial Officer
Date: September 10, 2019

Appendix AMark

Jurisdiction	Mark	Reg. No. Reg. Date	Class
USA	PURE EYEWEAR	3235887 May 1, 2007	9