

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM647626

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LUMEN OPTICAL, LLC		05/13/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	1-800 CONTACTS, INC.		
Street Address:	261 West Data Drive		
City:	Draper		
State/Country:	UTAH		
Postal Code:	84020		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5087267	LUMEN	
Registration Number:	5087497	LUMEN OPTICAL	
Registration Number:	5187011	LUMENOPTICAL.COM	
CORRESPONDENCE DATA			
Fax Number:	4142770656		
<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>			
Email:	jltreml@michaelbest.com		
Correspondent Name:	Laura Konkel of Michael Best & Friedrich		
Address Line 1:	790 N. Water Street, Ste. 2500		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Jaime Treml		
SIGNATURE:	/jaime treml/		
DATE SIGNED:	05/17/2021		
Total Attachments: 1			
source=30537356_Trademark_Assignment_-_Lumen_-_Signed#page1.tif			

OP \$90.00 5087267

TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement, effective as of the date when signed by both parties, is made by and between Lumen Optical, LLC, a Delaware limited liability company ("Assignor"), and 1-800 Contacts, Inc., a Delaware corporation having an address at 261 West Data Drive, Draper, Utah 84020, United States of America ("Assignee").

Assignor owns these trademarks and registrations (the "Marks"):

Trademark	Jurisdiction	Reg. No.
LUMEN	United States	5087267
LUMEN OPTICAL	United States	5087497
LUMENOPTICAL.COM	United States	5187011
LUMEN OPTICAL	International	1261478
LUMENOPTICAL.COM	International	1262383
LUMEN	International	1262929

For good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title, and interest in and to the Marks and all common law rights in the Marks, together with the goodwill of the business symbolized by the Marks and its right to sue for past infringement of the Marks and to recover any and all damages and awards for such infringement.

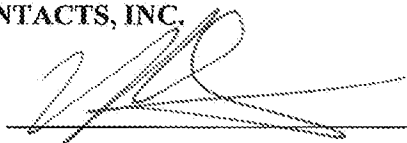
LUMEN OPTICAL, LLC

1-800 CONTACTS, INC.

Signature: _____



Signature: _____



Name: _____

Doug Harris

Name: _____

Michael Bennett

Title: _____

COO

Title: _____

Assoc. General Counsel

Date: _____

5/12/21

Date: _____

5/13/21