

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM649670

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pattison Cole LLC		12/16/2020	Limited Liability Company: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Lens.com, Inc.		
Street Address:	PO Box 27740		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89126		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4195394	TORTOISE & BLONDE	
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:	4192416000		
Email:	ipdocketing@eastmansmith.com		
Correspondent Name:	Carrie A. Johnson		
Address Line 1:	One Seagate, 24th Floor, P.O. Box 10032		
Address Line 4:	Toledo, OHIO 43699-0032		
NAME OF SUBMITTER:	Carrie A. Johnson		
SIGNATURE:	/caj/		
DATE SIGNED:	05/26/2021		
Total Attachments: 3			
source=T&B Trademark Assignment#page1.tif			
source=T&B Trademark Assignment#page2.tif			
source=T&B Trademark Assignment#page3.tif			

OP \$40.00 4195394

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") dated as of December 16, 2020 (the "Effective Date"), is made and entered into by and between Patison Cole LLC, a New Jersey limited liability company (the "Assignor"), and Lens.com, Inc., a Nevada corporation (the "Assignee").

WHEREAS, the Assignor and the Assignee are parties to that certain Bill of Sale, dated as of the Effective Date (the "Bill of Sale"), pursuant to which the Assignor has agreed to sell and the Assignee has agreed to purchase the Purchased Assets;

WHEREAS, capitalized terms used in this Assignment that are not otherwise defined herein will have the meanings given thereto in the Bill of Sale;

WHEREAS, prior to the Effective Date, the Assignor was the owner of the entire right, title and interest in, to and under the United States trademark registration set forth on Schedule A (the "Trademark"); and

WHEREAS, the Assignor and the Assignee desire to reflect the Assignor's assignment of the Trademark to the Assignee.

NOW, THEREFORE, in consideration of the foregoing and the respective representations, warranties, covenants and agreements set forth in the Bill of Sale and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. The Assignor hereby irrevocably sells, assigns, transfers and sets over to the Assignee all of the Assignor's right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and all registrations, applications therefor and renewals and extensions of the foregoing in the United States that are or may be secured under the laws of the United States, now or hereafter in effect, for the Assignee's own use and enjoyment, and for the use and enjoyment of the Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made, together with all income, royalties or payments due or payable to Assignor from third parties as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademark, with the right to sue for and collect the same for the Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.
2. The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademark to record the Assignee as the assignee and owner of the Trademark.
3. This Assignment will be binding upon and inure to the benefit of the parties to this Assignment and their respective successors and assigns. This Assignment will be governed by and construed in accordance with the internal laws of the State of Delaware without giving effect to any choice or conflict of law provision or rule (whether of the State of Delaware or any other jurisdiction) that would cause the application of laws of any jurisdiction other than those of the State of Delaware.
4. This Assignment may be executed in counterparts (including electronically-transmitted counterparts), each of which will be deemed an original, but both of which together will be deemed to be one and the same instrument.

IN WITNESS WHEREOF, the Assignor and the Assignee have executed, or caused to be executed, this Assignment as of the Effective Date.

PATTONSON COLE LLC

By: [Signature]
Name: Steven Weisfeld
Title: Manager

STATE OF New Jersey)
COUNTY OF Bergen) SS:

On this 16th day of December, 2020 before me Steven Weisfeld, known to me to be a Manager of Pattonson Cole LLC, who acknowledged that he signed this instrument as a free act on behalf of Pattonson Cole LLC.

CARLOS DOMINGUEZ
NOTARY PUBLIC
STATE OF NEW JERSEY
ID # 2404531
MY COMMISSION EXPIRES FEB. 14, 2021

[Signature]
Notary Public: Carlos Dominguez
My commission expires: 2/14/2021




LENS.COM, INC.

By: [Signature]
Name: CARY SAMOURKACHIAN
Title: PRESIDENT & CEO

STATE OF Nevada)
COUNTY OF Clark) SS:

On this 21st day of April, 2020 before me Cary Samourkachian known to me to be the president of Lens.com, Inc., who acknowledged that he signed this instrument as a free act on behalf of Lens.com, Inc.


 **GUOWEI ZHANG**
NOTARY PUBLIC
STATE OF NEVADA
APPT. No. 18-4218-1
MY APPT. EXPIRES OCT. 6, 2022

[Signature]
Notary Public: Guowei Zhang
My commission expires: Oct. 6, 2022

4838-4390-3416
991002.3

Schedule A

Trademarks

<u>Trademark</u>	<u>Assignor</u>	<u>Country</u>	<u>Federal Registration Number</u>
TORTOISE  BLONDE	Pattison Cole LLC	United States	4195394

4838-4390-2416
931002.3