

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM651542

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
U.S. MERCHANTS FINANCIAL GROUP, INC.		06/02/2021	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	U.S. OPTICAL MERCHANTS, INC.		
Street Address:	8737 Wilshire Boulevard		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90211		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5904279	Z ZIARI	
CORRESPONDENCE DATA			
Fax Number:	6265778800		
<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:	626-795-9900		
Email:	pto@lewisroca.com		
Correspondent Name:	LEWIS ROCA ROTHGERBER CHRISTIE LLP		
Address Line 1:	P.O. Box 29001		
Address Line 4:	Glendale, CALIFORNIA 91209-9001		
ATTORNEY DOCKET NUMBER:	145961-1/413375-00165/USM		
NAME OF SUBMITTER:	Anita G. Johnson		
SIGNATURE:	/Anita G. Johnson/		
DATE SIGNED:	06/03/2021		
Total Attachments: 2			
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OP \$40.00 5904279

TRADEMARK ASSIGNMENT

WHEREAS, U.S. MERCHANTS FINANCIAL GROUP, INC., a California corporation, having a place of business at 8737 Wilshire Boulevard, Beverly Hills, California 90211 ("ASSIGNOR" herein), is the owner of the following mark as evidenced by its registration in the United States Trademark Office.

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Docket No.</u>
ZIARI	5904279	November 5, 2019	145961-01

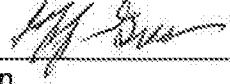
WHEREAS, U.S. OPTICAL MERCHANTS, INC., a California Corporation, having a place of business at 8737 Wilshire Boulevard, Beverly Hills, California 90211 ("ASSIGNEE" herein), desires to acquire said mark and the above-identified registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the said mark and said registration, and all rights and privileges pertaining to said mark, together with that part of the goodwill of the business connected with the use of and symbolized by the mark.

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect said mark and said registration, and to perfect the record title of ASSIGNEE in and to said mark and said registration.

U.S. MERCHANTS FINANCIAL GROUP, INC.

Date 6-2-21

By 
Jeff Green
Chief Executive Officer

TRADEMARK ASSIGNMENT
Docket No. 145961-01/USMER

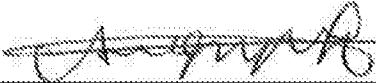
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF CALIFORNIA
COUNTY OF Los Angeles)

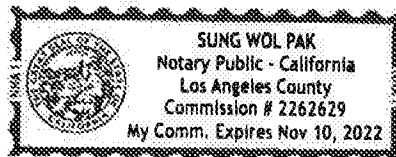
On June 2, 2021 before me, Sung WOL PAK,
Notary Public, personally appeared **Jeff Green**, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature of Notary (Seal)



AW/agj