

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM789991

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Eye Care Associates of Greater Cincinnati, Inc.		11/10/2022	Corporation: OHIO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Eyecare Partners, LLC		
<b>Street Address:</b>	15933 Clayton Rd., Suite 210		
<b>City:</b>	Ballwin		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63011		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4340022	APEX EYE	
<b>Registration Number:</b>	4340056	APEXEYE	
<b>Registration Number:</b>	4394020	APEXEYE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Email:</b>	tmdocket@lathrogpm.com, sara.fowler@lathrogpm.com		
<b>Correspondent Name:</b>	Julie Matthews		
<b>Address Line 1:</b>	155 North Wacker Drive, Suite 3000		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606-1787		
<b>NAME OF SUBMITTER:</b>	Julie Nichols Matthews		
<b>SIGNATURE:</b>	/julienicholsmatthews/		
<b>DATE SIGNED:</b>	02/27/2023		
<b>Total Attachments: 2</b>			
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source=Eye Care Associates of Greater Cincinnati to ECP - Assignment(48284122.1)#page2.tif			

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**TRADEMARK ASSIGNMENT**

This **TRADEMARK ASSIGNMENT** ("Assignment") is made and entered into this 10th day of November, 2022 ("Effective Date"), by and between **Eye Care Associates of Greater Cincinnati, Inc.**, an Ohio Corporation, with a principal address at 5535 Fair Lane, Cincinnati, Ohio 45227 ("Assignor") and **Eyecare Partners, LLC**, a Delaware limited liability company with a principal address at 15933 Clayton Rd, Suite 210, Ballwin, Missouri 63011 ("Assignee").

**WITNESSETH:**

**WHEREAS**, Assignor is the owner of all right, title and interest in and to the trademarks, trademark registrations, and trade names set forth on Schedule A attached hereto ("Trademarks"); and

**WHEREAS**, Assignor desires to assign, convey and transfer to Assignee, and Assignee desires to acquire from Assignor, all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill associated therewith, all common law rights, and all registrations and applications relating thereto;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged by the parties:

1. Assignor hereby assigns, conveys and transfers to Assignee, free and clear of all liens, encumbrances and claims, (a) all right, title and interest in and to the Trademarks, together with the goodwill associated therewith, all common law rights, and all registrations and applications relating thereto, (b) all income, royalties, damages, claims, payments and other proceeds now or hereafter due or payable with respect thereto, (c) all causes of action and claims for past, present or future infringement or other violations thereof, and (d) all rights corresponding to the foregoing throughout the world.

2. Assignor will execute such additional documents as may be needed and provide reasonable assistance to Assignee, to perfect, register or record the rights of the Assignee to the Trademarks, as Assignee deems necessary or appropriate.

**IN WITNESS WHEREOF**, Assignor has caused this Assignment to be executed by its duly authorized representative as of the Effective Date.

**ASSIGNOR:**

EYECARE ASSOCIATES OF GREATER CINCINNATI, INC.

Signature: 

Printed Name: Christopher Feldmeir

Title: General Counsel

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**Schedule A**

<b>Federal Trademark</b>	<b>Country</b>	<b>Registration Number</b>	<b>Registration Date</b>
APEXEYE (and Design)	United States	4394020	8/27/2013
APEXEYE (and Design)	United States	4340056	5/21/2013
APEX EYE	United States	4340022	5/21/2013

<b>Trademark/Tradename</b>	<b>State</b>	<b>Registration Number</b>	<b>Registration Date</b>
APEX EYE	Ohio	2119004	9/28/2009