

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ELENS.COM, INC.		10/22/2004	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	ELENS TARGET LLC		
Street Address:	114 Piping Rock Road		
City:	Matinecock		
State/Country:	NEW YORK		
Postal Code:	11560		
Entity Type:	New York Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2341126	E.LENS.COM CONTACT LENSES AS QUICK AS ACLICK	
CORRESPONDENCE DATA			
Fax Number:	(212)592-1500		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.592.1400		
Email:	rbrod@herrick.com		
Correspondent Name:	Barry Werbin		
Address Line 1:	2 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	01926-0019		
NAME OF SUBMITTER:	R Broder		
Total Attachments: 1 source=assignment#page1.tif			

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TRADEMARK ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, ELENS.COM, INC., a New York corporation, having its place of business at 1184 Broadway, Hewlett, New York 11557, herein called Assignor, HEREBY SELLS, ASSIGNS, and TRANSFERS, effective as of the date hereof, to ELENS TARGET LLC, a New York limited liability company having its place of business at 114 Piping Rock Road, Matinecock, New York 11560, herein called Assignee, all of Assignor's right, title and interest in and to U.S. Trademark Registration No.: 2341126 for the mark **ELENS.COM CONTACT LENSES AS QUICK AS A CLICK** and Design (the "Mark"), together with any and all common law rights in the Mark (including all design rights and copyrights), all the good will of the business symbolized by the Mark and the right to sue, and recover any damages and profits, for past or future infringements of the Mark.

The Assignor hereby represents and warrants to the Assignee that it is the title owner of the Mark and has the full authority to make this assignment; that the Mark has not heretofore been pledged or otherwise encumbered, and are in all respects free and clear of liens and encumbrances; and that Assignor has not entered into any contract or made any commitment that will or may impair the Assignee's rights hereunder.

The Assignor agrees to execute any further documents that may be reasonably required to perfect this assignment of all right, title and interest in the above-identified Marks.

This assignment may be filed by ELENS TARGET LLC with the United States Patent and Trademark Office without further notice.

ELENS.COM, INC.

Dated: October 22, 2004

By: 

Name: Allen Aloviz

Title: Chairman and Chief Executive Officer

HFNY2: #792373 v.1 #01926-0019 10/22/2004