

03-15-2007

3-14-07

REI
7



Docket: T/113-4

To the Director of the U. S. Patent and T

103382524

uments or the new address(es) below.

1. Name of conveying party(ies):

MY FIRST SHADES

- Individual(s)
- General Partnership
- Corporation- State: New York
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 2/28/07

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: VENETIAN HOLDINGS, LLC.

Internal

Address: _____

Street Address: 287 Northern Blvd., Suite 202

City: Great Neck

State: NY

Country: U.S. Zip: 11021

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship New York
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) 14 2007

B. Trademark Registration No.(s)
3,036,887

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Philip M. Weiss

Internal Address: WEISS & WEISS

Street Address: 300 Old Country Road, Suite 251

City: Mineola

State: NY Zip: 11501

Phone Number: 516-739-1500

Fax Number: 516-739-2189

Email Address: _____

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Signature

Philip Weiss

Name of Person Signing

March 8, 2007

Date

Total number of pages including cover sheet, attachments, and documents: 3

03/15/2007 NJM/ML

00000002 3036887

40.00 RP

01 FC1852

TRADEMARK ASSIGNMENT

WHEREAS, MY FIRST SHADES, a New York Corporation having a principal place of business at 14 Bond Street, Great Neck, NY 11021 has adopted, owns and is using the trademark **SPORT SHADES** in connection with the following goods:

BABY AND TODDLER SUNGLASSES AND
COMPONENT PARTS THEREOF AND
ACCESSORIES, NAMELY, EARSTEAMS, NOSE
PIECES, FOAM STRIPS, SHIELDS AND LENSES

WHEREAS, MY FIRST SHADES obtained a U.S. Trademark Registration No. 3,036,887 for the mark **SPORT SHADES** on the Principal Trademark Register of the United States Patent and Trademark Office in connection with BABY AND TODDLER SUNGLASSES AND COMPONENT PARTS THEREOF AND ACCESSORIES, NAMELY, EARSTEAMS, NOSE PIECES, FOAM STRIPS, SHIELDS AND LENSES

WHEREAS, VENETIAN HOLDINGS, LLC. having a principal place of business at 287 Northern Blvd., Suite 202, Great Neck, NY 11021 desires to acquire the mark **SPORT SHADES** and U.S. Trademark Registration No. 3,036,887 for the mark **SPORT SHADES**.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **MY FIRST SHADES** hereby sells, assigns, transfers and sets over unto **VENETIAN HOLDINGS, LLC.** the entire right, title and interest in and to the mark **SPORT SHADES** and the aforesaid Trademark Registration No. 3,036,887 for the

mark **SPORT SHADES** including any international rights thereto; together with the goodwill of the business symbolized by the mark **SPORT SHADES** as fully and entirely as the same would have been held and enjoyed by **MY FIRST SHADES** together with any claims for damages by reason of past infringement of the mark **SPORT SHADES**, with the right to sue for and collect the same for its own use and enjoyment, and for use and enjoyment of its successors, assigns, or other legal representatives.



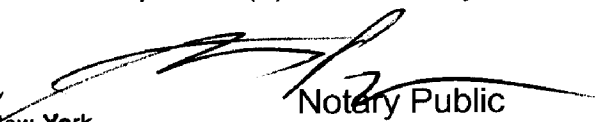
By: Kevin Tilton
Title: President

February 28, 2007
Date

STATE OF NEW YORK :
COUNTY OF Nassau : ss.:

Before me personally appeared Kevin Tilton and to me known and known by me to be the person(s) of such name(s) who signed and sealed the foregoing instrument; and the said person(s) acknowledged the same to be the free act(s) and deed(s) of those person(s), on the day and year aforesaid.

STUART PERRY
Notary Public, State of New York
No. 30-4730998
Qualified in Nassau County
Commission Expires May 31, 2010



Notary Public

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: My First Shades

International Class: 9

Serial No.: 76/501,818

Reg. No. 3,036,887

TM: SPORTS SHADES

Dated: March 8, 2007

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313

TRANSMITTAL OF TRADEMARK ASSIGNMENT

Sir:

Attached please find one (1) Recordation Cover Sheet and Trademark Assignment, and a check in the amount of \$40 to cover the recordation fee.

"EXPRESS MAIL" Mailing Label No. EV 591430598 US
Date of Deposit: March 8, 2007
I hereby certify that this paper (and any document attached) is Being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on the date indicated above and is addressed to the Commissioner for Trademarks, PO Box 1451, Alexandria, VA 22313

Signature: *Debbie Broderick*
Name: Debbie Broderick

Respectfully submitted,

Philip M. Weiss
Philip M. Weiss
Reg. No. 34,751
Attorney for Applicant
Weiss & Weiss
300 Old Country Rd., Ste. 251
Mineola, NY 11501
(516) 739-1500



03-12-2007