

03-15-2007



Docket: T/113-7

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103382525

Documents or the new address(es) below.

3-14-07

To the Director of the U. S. Patent and Trademark Office

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) 2/1/07

- 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) 76/507,044 14 2007

B. Trademark Registration No.(s)

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 _____

March 8, 2007

Date

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

9. Signature:

Philip Weiss
Signature

Philip Weiss

Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 003501 FRAME: 0653

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 **BABY'S FIRST SHADES** in connection with the following goods:

Sunglasses and component parts thereof and accessories, namely, earstems, nose pieces, foam strips, shields and lenses

WHEREAS, MY FIRST SHADES has a U.S. Trademark Application No. 76/507,044 for the mark **BABY'S FIRST SHADES** in connection with SUNGLASSES AND COMPONENT PARTS THEREOF AND ACCESSORIES, NAMELY, EARSTEMS, 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 **BABY'S FIRST SHADES** and U.S. Trademark Application No. 76/507,044 for the mark **BABY'S FIRST 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 **BABY'S FIRST SHADES** and the aforesaid Trademark Application No. 76/507,044 for the mark **BABY'S FIRST SHADES** including any international rights thereto; together with the goodwill of the business symbolized by the mark **BABY'S FIRST**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: My First Shades

International Class: 9

Serial No.: 76/507,044

Dated: March 8, 2007

TM: BABY'S FIRST SHADES

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.

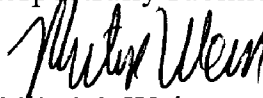
"EXPRESS MAIL" Mailing Label No. EV 591430575 US
 Date of Deposit: March 8, 2007
 I hereby certify that this paper (and any document attached) is
 Being deposited with the United States Postal Service "Express Mail
 Post Office to Addressee" service under 37 C.F.R. 1.10 on the
 date indicated above and is addressed to the
 Commissioner for Trademarks, PO Box 1451,
 Alexandria, VA 22313

Signature:



Name: Debbie Broderick

Respectfully submitted,



Philip M. Weiss
 Reg. No. 34,751
 Attorney for Applicant
 Weiss & Weiss
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 Mineola, NY 11501
 (516) 739-1500

03-12-2007

U.S. Patent & TMO/fo:TM Mail Rpt. Dt. #11

RECORDED: 03/14/2007

TRADEMARK
 REEL: 003501 FRAME: 0656