

03-15-2007

3-14-07

RE



Docket: T/113-5

103382526

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

Documents 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) 4 2007

B. Trademark Registration No.(s)
2,915,612

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:

Philip Weiss

Signature

March 8, 2007

Date

Philip Weiss

Name of Person Signing

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

3

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 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 **DESIGN** 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 obtained a U.S. Trademark Registration No. 2,915,612 for the mark **DESIGN** on the Principal Trademark Register of the United States Patent and Trademark Office 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 **DESIGN** and U.S. Trademark Registration No. 2,915,612 for the mark **DESIGN**.

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 **DESIGN** and the aforesaid Trademark Registration No. 2,915,612 for the mark **DESIGN** including any international rights thereto; together with the goodwill of the business

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: My First Shades

International Class: 9

Serial No.: 76/501,820

Reg. No. 2,915,612

TM: DESIGN

Dated: 3/8/07

Assistant Commissioner for Trademarks
PO 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 591430584 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
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Mineola, NY 11501
(516) 739-1500



03-12-2007

U.S. Patent & TMO/TM Mail Rept Qtr #11

RECORDED: 03/14/2007

TRADEMARK
REEL: 003501 FRAME: 0660