

03-15-2007

3-14-07

RE



Docket: T/113-6

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

103382527

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) 14 2007

B. Trademark Registration No.(s)  
3,025,042

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 **REALLY COOL 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** obtained a U.S. Trademark Registration No. 3,025,042 for the mark **REALLY COOL SHADES** 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 **REALLY COOL SHADES** and U.S. Trademark Registration No. 3,025,042 for the mark **REALLY COOL 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 **REALLY COOL SHADES** and the aforesaid Trademark Registration No. 3,025,042



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application of: My First Shades

International Class: 9

Serial No.: 76/501,817

Reg. No. 3,025,042

TM: REALLY COOL SHADES

Dated: 3/8/07

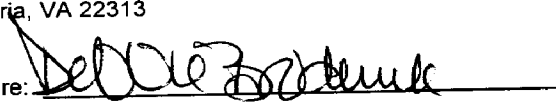
Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313

**TRANSMITTAL OF TRADEMARK ASSIGNMENT**

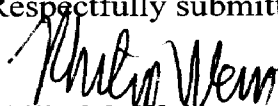
Sir:

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 591430567 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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(516) 739-1500

  
03-12-2007  
U.S. Patent & TMO/PTM Mail Rpt Ct #11