

03-15-2007

REI
1



Docket: T/113-2

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

103382528

uments or the new address(es) below.

3-11-07

1. Name of conveying party(ies):

MY FIRST SHADES

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

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

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)

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

Execution Date(s) 3/1/07

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

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

A. Trademark Application No.(s)

103382528 2007

B. Trademark Registration No.(s)

2,857,481

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 _____

00000005 2857481
40.00 USD
03/05/2007 14:39:41
01 PG: 0551

9. Signature:

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
REEL: 003501 FRAME: 0673

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 **MY FIRST SHADES** in connection with the following goods:

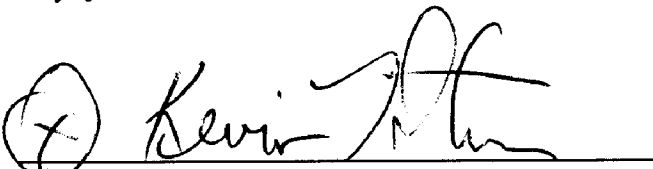
SUNGLASSES AND COMPONENT PARTS
THEREOF AND ACCESSORIES, NAMELY,
EARSTEMS, NOSE PIECES, FOAM STRIPS,
SHIELDS AND LENSES

WHEREAS, MY FIRST SHADES obtained a U.S. Trademark Registration No. 2,857,481 for the mark **MY FIRST 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

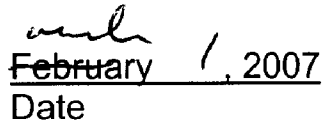
WHEREAS, VENETIAN HOLDINGS, LLC. having a principal place of business at 287 Northern Blvd., Suite 202, Great Neck, NY 11021 desires to acquire the mark **MY FIRST SHADES** and U.S. Trademark Registration No. 2,857,481 for the mark **MY FIRST SHADES**.

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 **MY FIRST SHADES** and the aforesaid Trademark Registration No. 2,857,481 for the mark **MY FIRST SHADES** including any international rights thereto; together with the goodwill of the business symbolized by the mark **MY FIRST 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 **MY FIRST 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.

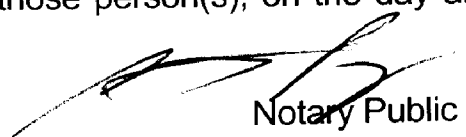


By: Kevin Tilton
Title: President


February 1, 2007
Date

STATE OF NEW YORK :
COUNTY OF New York : ss. :

Before me personally appeared Kevin T. 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.


Notary Public

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

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: My First Shades

International Class: 9

Serial No.: 76/501,819

Reg. No. 2,857,481

TM: MY FIRST SHADES

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 591430607 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

U.S. Patent & TMO/TM Mail Root Dt. #11

RECORDED: 03/12/2007

TRADEMARK
REEL: 003501 FRAME: 0676