



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

Application of: My First Shades

Serial No.: 76/683,541

Dated: May 7, 2008

TM: MY FIRST SHADES 100%  
UV PROTECTIONCommissioner 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. EM 013425131 US  
Date of Deposit: May 7, 2008  
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  
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(516) 739-1500**05-08-2008**

U.S. Patent &amp; TMO/TM Mail Rpt Dt #72

**TRADEMARK  
REEL: 003777 FRAME: 0518**

## TRADEMARK ASSIGNMENT

**WHEREAS, MY FIRST SHADES**, a New York Corporation having a principal place of business at 60 Thoreau Street, Suite 207, Concord, MA 07142 has adopted, owns and is using the trademark **MY FIRST SHADES 100% UV PROTECTION** in connection with the following goods:

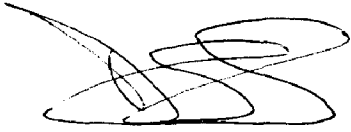
SUNGLASSES AND COMPONENT PARTS  
THEREOF AND ACCESSORIES, NAMELY  
EARSTEMS, NOSE PIECES, FOAM STRIPS,  
SHIELDS AND LENSES

**WHEREAS, MY FIRST SHADES** has a U.S. Trademark application Serial No. 76/683,541 for the mark **MY FIRST SHADES 100% UV PROTECTION** in 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 100% UV PROTECTION**, U.S. Trademark application Serial No. 76/683,541.

**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 100% UV PROTECTION**, and the aforesaid Trademark application Serial No. 76/683,541 including any international rights thereto; together with the goodwill of the business symbolized by the mark **MY FIRST SHADES 100% UV PROTECTION** as fully and entirely as the same would have been held and enjoyed by **MY FIRST SHADES**.



MA  
March 1, 2008  
Date

By: David Scheinberg  
Title: President

STATE OF MASSACHUSETTS :  
: ss.:  
COUNTY OF Middlesex :

Before me personally appeared David Scheinberg 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.

*Charlene M. Hinton, Notary Public*  
Charlene M. Hinton Notary Public

