

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
LenzSaver, Inc.		06/07/2011	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PCW Holdings, LLC		
<b>Street Address:</b>	10161 Park Run Drive		
<b>Internal Address:</b>	P.O. Box 370967		
<b>City:</b>	Las Vegas		
<b>State/Country:</b>	NEVADA		
<b>Postal Code:</b>	89137		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEVADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3869398	LENZSAVER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(858)756-9805		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Email:</b>	valerie@burkhardtandlarsen.com		
<b>Correspondent Name:</b>	Carl A. Larson		
<b>Address Line 1:</b>	6002 El Toro		
<b>Address Line 2:</b>	P.O. Box 1369		
<b>Address Line 4:</b>	Rancho Santa Fe, CALIFORNIA 92067		
<b>NAME OF SUBMITTER:</b>	Carl A. Larson		
<b>Signature:</b>	/Carl A. Larson/		
<b>Date:</b>	06/10/2011		
<b>Total Attachments: 1</b> source=LenzSaver assignment#page1.tif			

OP \$40.00 3869398

ASSIGNMENT OF TRADEMARK

Mark: LenzSaver  
Registration No. 3,869,398  
Date of Registration: November 2, 2010  
Class No. 3

ASSIGNOR:  
LenzSaver, Inc.  
3960 W. Point Loma Blvd.  
San Diego, CA 92110  
United States

ASSIGNEE:  
PCW Holdings, LLC  
P.O. Box 370967  
Las Vegas, NV 89137

Assignor is, and has been, the registered owner using the LenzSaver mark registered with the United States Patent and Trademark Office, Registration No. 3,689,398, dated November 2, 2010 and Assignee is desirous of acquiring such mark and the registration thereof.

For good and valuable consideration received, Assignor does hereby assign to Assignee Assignor's entire interest in the trademark and its registration, together with the goodwill of the business in which the mark is used.

Effective: June 7, 2011

LenzSaver, Inc.

By:   
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William Norville  
President