

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
West Coast Rep Service, LLC dba Readerest		12/31/2012	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	SpecSecure, LLC		
Street Address:	2201 Long Prairie Rd.		
Internal Address:	Suite 107-316		
City:	Flower Mound		
State/Country:	TEXAS		
Postal Code:	75022		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3935914	READEREST	
CORRESPONDENCE DATA			
Fax Number:	2142200445		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	214-220-0444		
Email:	firm@ipoftexas.com		
Correspondent Name:	Todd E. Albanesi		
Address Line 1:	1601 Elm Street		
Address Line 2:	Suite 1950		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	SPEC-4-T-19779		
NAME OF SUBMITTER:	Todd E. Albanesi		

OP \$40.00 3935914

Signature:	/Todd E. Albanesi/
Date:	02/08/2013
Total Attachments: 3 source=12-1231 Signed Assignment#page1.tif source=12-1231 Signed Assignment#page2.tif source=12-1231 Signed Assignment#page3.tif	

READEREST TRADEMARK ASSIGNMENT

The "Assignor" is: **West Coast Rep Service, LLC dba Readerest,**
a Limited Liability Company
organized and existing under the law of the State of California
having a business address of
1800 Sandalwood Ave.
Fullerton, California 92835.

The "Assignee" is: **SpecSecure, LLC**
a Limited Liability Company
organized and existing under the laws of the State of Texas
having a business address of
2201 Long Prairie Rd. Suite 107-316
Flower Mound, Texas 75022
and its successors or assigns.

The Assignor has adopted and is using in its business the following trademark and rights therein ("Trademark"):

- (a) Common Law Trademark
Word Mark: **READEREST**
Goods and Services: **spectacle holders and eyewear accessories**
Countries: **wherever used in Assignor's business in the world**

- (b) US Trademark Registration
Word Mark: **READEREST**
Goods and Services: **Spectacle holders.**
Classifications: **IC 009. US 021 023 026 036 038**
FIRST USE: **20100901.**
FIRST USE IN COMMERCE: **20100901**
Standard Characters: **Claimed**
Mark Drawing Code: **(4) STANDARD CHARACTER MARK**
Serial Number: **85075363**
Filing Date: **June 30, 2010**
Current Basis: **1A**
Original Filing Basis: **1B**
Published for Opposition: **November 30, 2010**
Registration Number: **3935914**
Registration Date: **March 22, 2011**
Type of Mark: **TRADEMARK**
Register: **PRINCIPAL**

- (c) the good will of the Assignor's business in connection with which the trademark "**READEREST**" is used;

- (d) any and all rights of priority in Assignor's trademark or registration of "READEREST"; and
- (e) any and all contractual rights, licenses, and chooses in action of every kind that now are, or that may at any time hereafter be, due or owing to or owned by Assignor based on any of the foregoing.

The Assignor represents to the Assignee that the Assignor has not assigned, granted, conveyed, or licensed and is under no obligation under contract or law to assign, grant, convey, or license any rights in the Trademark to any person or business entity except the Assignee.

IN CONSIDERATION OF good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, grants, and conveys to the Assignee its entire right, title, and interest in and to the Trademark, for all countries of the world, together with the good will of the business in connection with which the Trademark is used, to the full extent of the Assignor's interest therein.

The Assignor covenants and agrees that, upon the request and at the expense of the Assignee, without further consideration the Assignor will:

- (a) execute or procure and deliver any further assurance of title in or to the Trademark as the Assignee may reasonably deem necessary or desirable; and
- (b) execute and deliver any truthful papers and testimony in any legal proceedings that the Assignee may reasonably deem necessary or desirable to perfect the Assignee's title to or enforce the Assignee's rights in the Trademark.

EXECUTED this 31st day of December, 2012.

WEST COAST REP SERVICE, LLC
D/B/A READEREST


By: TIMOTHY B. HOPPER
Vice-President

ACKNOWLEDGMENT

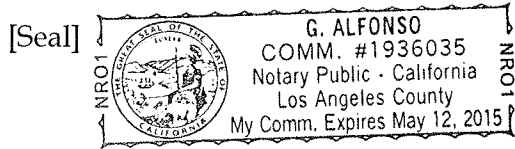
STATE OF CALIFORNIA §
COUNTY OF Orange §

BEFORE ME, a Notary Public, on this day personally appeared Timothy B. Hopper known to me or who proved to me on the basis of satisfactory evidence to be the person and officer whose name is subscribed to the foregoing instrument and acknowledged to me that the same was the act of West Coast Rep Service, LLC dba Readerest, a corporation, and that he had executed the same as the act of the corporation for the purpose and consideration therein expressed, and in the capacity therein stated.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

Given under my hand and seal of office this 31st day of December, 2012.

[Signature]
Notary Public, State of California



G. Alfonso
(Print name of Notary Public)