

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM334648





SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HPO Assets LLC		09/16/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Mitsui Chemicals, Inc.		
Street Address:	Shiodome City Center, 1-5-2 Higashi-Shimbashi		
City:	Minato-ku, Tokyo		
State/Country:	JAPAN		
Postal Code:	105-7117		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4019863	EMPOWER!	
Registration Number:	4020532	E	
Registration Number:	4029035	PIXELOPTICS	
Registration Number:	4138021	LIFE-ACTIVATED EYEWEAR	
CORRESPONDENCE DATA			
Fax Number:	3154252701		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3154252817		
Email:	ip@hblaw.com, jnardiello@hblaw.com, ecominolli@hblaw.com		
Correspondent Name:	Jason S. Nardiello		
Address Line 1:	1270 Avenue of the Americas, Suite 600		
Address Line 4:	New York, NEW YORK 10020		
ATTORNEY DOCKET NUMBER:	3036421 (MITSUMI ASSIGN.)		
DOMESTIC REPRESENTATIVE			
Name:	Hiscock & Barclay, LLP		
Address Line 1:	1270 Avenue of the Americas, Suite 600		
Address Line 4:	New York, NEW YORK 10020		

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NAME OF SUBMITTER:	Jason S. Nardiello
SIGNATURE:	/Jason S. Nardiello/
DATE SIGNED:	03/10/2015
Total Attachments: 2 source=Assignment 2#page1.tif source=Assignment 2#page2.tif	

ASSIGNMENT OF TRADEMARK RIGHTS

For good and valuable consideration, the receipt of which is hereby acknowledged, HPO Assets LLC, a Delaware limited liability company, having its registered office at 312 Farmington Avenue Farmington, CT 06032 U.S.A. ("Assignor"), does hereby sell, assign, transfer, and convey unto Mitsui Chemicals, Inc., a Japanese corporation, having its registered office at Shiodome City Center, 1-5-2 Higashi-Shimbashi, Minato-ku, Tokyo 105-7117, Japan ("Assignee"), all of Assignor's rights, titles, and interests in, the goodwill associated with, embodied in or symbolized by, and any and all registrations and applications for registration thereof, including without limitation the right to sue and recover for any past, present or future infringement (collectively, the "Assigned Trademark Rights"), of the trademarks listed in the table below (the "Trademarks"):

Country	Mark	Filing Date	Reg. No.	Reg. Date
US	LIFE-ACTIVATED EYEWEAR	14-Jul-2011	4138021	08-May-2012
US	E design 	25-Aug-2010	4020532	30-Aug-2011
US	EMPOWER!	10-Feb-2009	4019863	30-Aug-2011
US	EMPOWER E design empower 	12-Feb-2013		
US	ATLAST!	28-Mar-2008	3644596	23-June-2009
US	ATLAST design 	21-Mar-2008	3620567	12-May-2009
US	ATLAST	12-Feb-2008	3620472	12-May-2009
US	PIXELOPTICS	14-Aug-2007	4029035	20-Sep-2011
US	EYETANIUM	03-Aug-2012		
US	EYEHANCEMENTS	01-Oct-2012		
US		21-May-2013		

Assignor hereby authorizes the respective trademark office or governmental agency in each jurisdiction to issue any and all future trademarks, or other governmental grants or issuances that may be granted upon any of the Assigned Trademark Rights in the name of Assignee, as the assignee to the entire interest therein. This Assignment of Trademark Rights will inure for the benefit of any permitted successors or assigns of Assignee.

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Assignor will, at the reasonable request of Assignee, cause each of Assignor's Affiliates to sign all documents, provide all testimony and, in general, do all lawful things reasonably requested of such Assignor by the Assignee to carry out and fulfill the purposes and intent of this agreement.

IN WITNESS WHEREOF this Assignment of Trademark Rights is executed on September 16, 2014.

ASSIGNOR:

HPO Assets LLC
By: Robert D. Pomerooy, Jr.
Name: ROBERT D. POMEROOY, JR.
Title: CEO

ASSIGNEE:

Mitsui Chemicals, Inc.
By: Minoru Koshibe
Name: Minoru Koshibe
Title: Executive Vice President

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Handwritten initials: RDP and MK