

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM577354

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FYi Eye Care Services and Products Inc.		03/04/2020	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	FYi USA ExchangeCo Inc.		
Street Address:	400 Capital Mall		
Internal Address:	Floor 22		
City:	Sacramento		
State/Country:	CALIFORNIA		
Postal Code:	95814		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	5934811	FYI	
Registration Number:	5974713	FYIDOCTORS	
Registration Number:	5495055	FYIDOCTORS	
Registration Number:	5652309	VISIQUE	
Serial Number:	88587800	FYIDOCTORS	
Serial Number:	87452429	LIFE WELL SEEN	
Serial Number:	87202715	SACORI	
Serial Number:	87452416	STAY FOCUSED	
Serial Number:	87452436	BIENVUE	
CORRESPONDENCE DATA			
Fax Number:	2124464900		
<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:	212-390-4147		
Email:	hayley.smith@kirkland.com		
Correspondent Name:	Amanda Cirella (Paralegal)		
Address Line 1:	Kirkland & Ellis LLP		
Address Line 2:	601 Lexington Avenue		

CH \$240.00 5934811

Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER: 38215-82

NAME OF SUBMITTER: Amanda Cirella

SIGNATURE: //Amanda Cirella//

DATE SIGNED: 05/20/2020

Total Attachments: 5

source=Trademark Assignment - FYi Eye Care Services to FYI USA ExchangeCo. (AU EXECUTED)#page1.tif
source=Trademark Assignment - FYi Eye Care Services to FYI USA ExchangeCo. (AU EXECUTED)#page2.tif
source=Trademark Assignment - FYi Eye Care Services to FYI USA ExchangeCo. (AU EXECUTED)#page3.tif
source=Trademark Assignment - FYi Eye Care Services to FYI USA ExchangeCo. (AU EXECUTED)#page4.tif
source=Trademark Assignment - FYi Eye Care Services to FYI USA ExchangeCo. (AU EXECUTED)#page5.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of March 4, 2020 ("Effective Date") by and between **FYi Eye Care Services and Products Inc.**, a corporation existing under the laws of the Province of Alberta, Canada, with its principal office at 300, 2424-4 Street SW, Calgary, AB CANADA T2S2T4 ("Assignor"), and **FYi USA ExchangeCo Inc.**, a Delaware corporation, with its principal office at 400 Capital Mall, Floor 22, Sacramento, California 95814 ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Purchase and Sale Agreement dated as of December 22, 2019 (the "Purchase Agreement"), pursuant to which, inter alia, (i) For Your Eyes Holding LP, an exempted limited partnership existing under the laws of the Cayman Islands acquired certain shares of Assignor by way of a statutory plan of arrangement under the provisions of the Business Corporations Act (Alberta) (the "Acquisition"), and (ii) Assignor effected a reorganization in accordance with Schedule J contained therein (the "Reorganization");

WHEREAS, Assignor and Assignee are parties to that certain Contribution and Exchange Agreement dated as of March 4, 2020 (the "Contribution Agreement"), pursuant to which, inter alia, in order to effect the Reorganization occurring under the Purchase Agreement and plan of arrangement, Assignor contributed all of its right, title, and interest in and to the Contributed IP (as defined in the Contribution Agreement) to Assignee;

WHEREAS, pursuant to the Contribution Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark registrations set forth on Schedule A attached hereto, the United States applications for trademark registration set forth on Schedule B attached hereto, in each case, together with the goodwill of the business associated therewith (collectively, the "Marks"); and

WHEREAS, Assignee is a successor to that part of Assignor's business to which the Marks pertain, and that business is ongoing and existing.

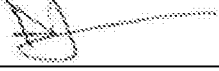
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee the entire right, title and interest in and to the Marks, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.

* * * * *

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

FYi Eye Care Services and Products Inc.



Name: Dr. Alan Ulsifer

Title: Chief Executive Officer

FYi USA ExchangeCo Inc.

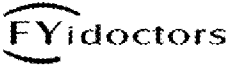


Name: Dr. Alan Ulsifer

Title: Chief Executive Officer

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

Mark	Trademark No.	Registration Date	Status
FYI	5934811	17-Dec-2019	Registered
FYIDOCTORS	5974713	04-Feb-2020	Registered
FYIDOCTORS and Design 	5495055	19-Jun-2018	Registered
VISIQUE	5652309	15-Jan-2019	Registered

SCHEDULE B

U.S. TRADEMARK APPLICATIONS

Mark	Application No.	Application Date	Status
FYIDOCTORS	88587800	21-Aug-2019	Pending Intent to Use
LIFE WELL SEEN	87452429	16-May-2017	Pending Intent to Use
SACORI	87202715	13-Oct-2016	Pending Intent to Use
STAY FOCUSED	87452416	16-May-2017	Pending Intent to Use
BIENVUE	87452436	16-May-2017	Pending