

**PATENT ASSIGNMENT**

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| <b>SUBMISSION TYPE:</b>  | NEW ASSIGNMENT                |
| <b>NATURE OF CONVEYANCE:</b>   | ASSIGNMENT                    |
| <b>CONVEYING PARTY DATA</b>  |                               |
| <b>Name</b>  | <b>Execution Date</b>         |
| Dan KATZMAN  | 10/22/2008                    |
| Gabby WEINROT  | 10/22/2008                    |
| <b>RECEIVING PARTY DATA</b>  |                               |
| <b>Name:</b>   | Shamir Optical Industry       |
| <b>Street Address:</b>   | Kibbutz Shamir                |
| <b>City:</b>   | Upper Galilee, 12135          |
| <b>State/Country:</b>  | ISRAEL                        |
| <b>PROPERTY NUMBERS Total: 1</b>   |                               |
| <b>Property Type</b>   | <b>Number</b>                 |
| Application Number:  | 12255772                      |
| <b>CORRESPONDENCE DATA</b>   |                               |
| <b>Fax Number:</b>   | (646)878-0801                 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                               |
| <b>Phone:</b>  | 646-878-0800                  |
| <b>Email:</b>  | pusdkt@pczlaw.com             |
| <b>Correspondent Name:</b>   | Pearl Cohen Zedek Latzer, LLP |
| <b>Address Line 1:</b>   | 1500 Broadway                 |
| <b>Address Line 2:</b>   | 12th Floor                    |
| <b>Address Line 4:</b>   | New York, NEW YORK 10036      |
| <b>ATTORNEY DOCKET NUMBER:</b>   | P-71245-US                    |
| <b>NAME OF SUBMITTER:</b>  | Debbie Chitiz                 |
| <b>Total Attachments: 2</b>  |                               |
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| source=P-71245-US-FASS-11NOV08#page2.tif   |                               |

CH \$40.00 12255772

**ASSIGNMENT**

In consideration of One Dollar (\$1.00), and other good and valuable consideration, the Receipt of which is hereby acknowledged, I the undersigned, KATZMAN, Dan residing at 14 Hacmck Street, Givat Ela 36570, Israel; WEINROT, Gabby residing at Kibbutz Shamir, 12135 Upper Galilee, Israel ;

Hereby sell, assign and transfer to Shamir Optical Industry, an Israeli company located at Kibbutz Shamir Upper Galilee 12135 Israel its successors, assigns and legal representatives (hereinafter, the "Assignee"), the entire right, title and interest for all countries, in and to any and all inventions which are disclosed and claimed, and as possessed by the undersigned, any and all inventions which are disclosed but not claimed in the application for United States Patent U.S. Serial No. (12/255,772) filed (10/22/2008) and being entitled:

**ASYMMETRICAL PROGRESSIVE LENS**

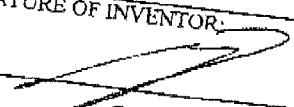
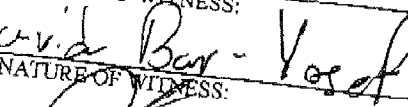
and in and to said application and all divisional, continuing, substitute, renewal, reissue, and all other applications for U.S. Letters Patent or other related property rights in any and all foreign countries which have been or shall be filed on any of said inventions disclosed in said application; and in and to all original and reissued patents or related foreign documents which have been or shall be issued on said inventions. I hereby authorize and request the attorney of record of the firm Pearl Cohen Zedek Latzer, LLP, 1500 Broadway, 12<sup>th</sup> Floor, New York, New York 10036, to insert in the parentheses above, the filing date and US Serial No. of said application when known;


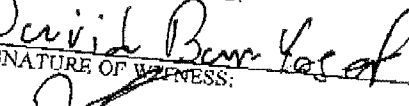
Authorize and request the Commissioner of Patents of the United States to issue to said Assignee, the corporation above named, its successors, assigns and legal representatives, in accordance with this assignment, any and all United States Letters Patent on said inventions or any of them disclosed in said application;

Agree that said Assignee may apply for and receive foreign Letters Patent or rights of any other kind for said inventions, or any of them; and may claim, in applications for said foreign Letters Patent or other rights, the priority of the aforesaid United States patent application under the provisions of the International Convention of 1883 and later modifications thereof, under the Patent Cooperation Treaty, under the European Patent Convention or under any other available international agreement; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns and legal representatives, to carry out in good faith the intent and purpose of this assignment, the under-signed or the undersigned's executors or administrators will, for the United States and all foreign countries, execute all divisional, continuing, substitute, renewal, reissue, and

all other patent applications or other documents on any and all said inventions; execute all rightful oaths, assignments, powers of attorney and other papers; communicate to said Assignee, its successors, assigns and representatives, all facts known and documents available to the undersigned relating to said inventions and the history thereof; testify in all legal proceedings; and generally do everything possible which said Assignee, its successors, assigns or representatives shall consider desirable for aiding in securing, maintaining and enforcing proper patent protection for said inventions and for vesting title to said inventions and all applications for patents or related foreign rights and all patents on said inventions, in said Assignee, its successors, assigns and legal representatives; and

**COVENANT** with said Assignee, its successors, assigns and legal representatives that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

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|---|---|
| FULL NAME OF INVENTOR:<br><b>KATZMAN, Dan</b>   | FULL NAME OF WITNESS:<br><i>David Ben-Yosaf</i>   |
| SIGNATURE OF INVENTOR:<br> | SIGNATURE OF WITNESS:<br> |
| DATE: <u>22 10 2008</u><br>(day / month / year)   | ADDRESS OF WITNESS:<br><i>Kibbutz Shmir, Upper Galilee, Israel</i>  |

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|---|---|
| FULL NAME OF INVENTOR:<br><b>WEINROT, Gabby</b>   | FULL NAME OF WITNESS:<br><i>David Ben-Yosaf</i>   |
| SIGNATURE OF INVENTOR:<br> | SIGNATURE OF WITNESS:<br> |
| DATE: <u>22/10/08</u><br>(day / month / year)   | ADDRESS OF WITNESS:<br><i>Kibbutz Shmir, Upper Galilee, Israel</i>  |