

02/03/2011



Client/Matter No 12212-81

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IEET

To the Director of the U S Patent and Trademark Office. Please record the attached documents or the new address(es) below.

2-3-11

1. Name of conveying Party(ies):
 James Bleck Associates Inc. dba/Bleck Design Group
 Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving Party(ies):
 Name: LensAR, Inc
 Internal Address: 2800 Discovery Drive, Suite 100
 Street Address:
 City: Orlando
 State: FL
 Country: USA Zip: 32826
 Additional name(s) and addresses attached? Yes No

3. Nature of Conveyance/Execution Date(s):
 Execution Date(s) January 28, 2011
 Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 9424, Confirmatory License
 Other _____

4. Application or Patent Number(s). This document is being filed together with a new application.
 A Patent Application No (s)
 29/377,018
 29/377,054
 Additional numbers attached? Yes No

B Patent No.(s).
 FEB - 3 2011
 5th Floor
 Public Records Division

5. Name and address of party to whom correspondence concerning document should be mailed:
 BRINKS HOFER GILSON & LIONE
 PO BOX 10395
 CHICAGO, IL 60610
 Phone (312) 321-4200
 Fax. (312) 321-4299

6. Total no. of applications & patents involved: 2
7. Total Fee (37 CFR 1.21(h) & 3.41) \$ 80
 Authorize charge by credit card
 Authorize charge to Deposit Account No. 23-1925
 Enclosed
 None required (government interest not affecting title)

8. Payment Information:
 a Credit Card Last 4 Numbers
 Expiration Date
 b Charge fee and/or any Deficiencies to Deposit
 Account Number 23-1925
 Authorized User Name: Brinks Hofer Gilson & Lione

9. Signature: John C Freeman
 Signature
 John C Freeman, Reg No. 34,483
 Name of Person Signing

02/03/2011
 January 31, 2011
 Date
 01 FC:0021 00 00 DA
 Total no of pages including coversheet, attachments and documents 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, PO Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT

WHEREAS, James Bleck Associates Inc. dba/Bleck Design Group, a corporation organized and existing under the laws of the State of MA, having a place of business at 51 Middlesex Street, North Chelmsford, MA 01863, hereinafter called the "Assignor", owns certain rights, title and interest in and to 1) the designs described in the United States Design Patent Application Serial No. 29/377,018, filed on October 15, 2010, and the United States Design Patent Application Serial No. 29/377,054, filed on October 15, 2010 and 2) the patent applications identified above, and all patents which may be obtained for said designs;

WHEREAS, LensAR, Inc., a corporation organized and existing under the laws of the State of Delaware, having a place of business at 2800 Discovery Drive, Suite 100 Orlando, FL 32826, hereinafter called the "Assignee", desires to acquire Assignor's entire right, title and interest in and to the designs and the patent applications identified above, and all patents which may be obtained for said designs, as set forth below:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00), and other valuable and legally sufficient consideration, the receipt of which by the Assignors from the Assignee is hereby acknowledged, the Assignors have sold, assigned and transferred, and by these presents do sell, assign and transfer to the Assignee, their entire right, title and interest for the United States in and to the designs and the patent applications identified above, and any patents that may issue for said designs in the United States; together with the entire right, title and interest in and to said designs and all patent applications and patents therefore in all countries foreign to the United States, including the full right to claim for any such applications all benefits and priority rights under any applicable convention; together with the entire right, title and interest in and to all continuations, divisions, renewals and extensions of any of the patent applications and patents defined above; together with the right to recover all damages, including, but not limited to, a reasonable royalty, by reason of past, present, or future infringement or any other violation of patent or patent application rights; to have and to hold for the sole

and exclusive use and benefit of the Assignee, its successors and assigns, to the full end of the term or terms for all such patents.

The Assignors hereby covenant and agree, for both the Assignors and the Assignors' legal representatives, that the Assignors will assist the Assignee in the prosecution of the patent applications identified above; in the making and prosecution of any other patent applications that the Assignee may elect to make covering the designs identified above; in vesting in the Assignee like exclusive title in and to all such other patent applications and patents; and in the prosecution of any interference which may arise involving said inventions, or any such patent application or patent; and that the Assignors will execute and deliver to the Assignee any and all additional papers which may be requested by the Assignee to carry out the terms of this Assignment.

The Commissioner of Patents and Trademarks is hereby authorized and requested to issue patents to the Assignee in accordance with the terms of this Assignment.


IN TESTIMONY WHEREOF, the Assignors have executed this agreement.

DATED: 1.28.11



Scott H Wakefield
Vice President - James Bleck Associates
Inc. dba/Bleck Design Group

Witness:  Date: 1.28.11

Witness:  Date: 1-28-11