

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |                          |
|------------------------------|--------------------------|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT           |
| <b>NATURE OF CONVEYANCE:</b> | RELEASE BY SECURED PARTY |

**CONVEYING PARTY DATA**

| Name                  | Formerly                     | Execution Date | Entity Type                                 |
|-----------------------|------------------------------|----------------|---|
| Bank of America, N.A. | FORMERLY Fleet National Bank | 10/18/2005     | national banking association: UNITED STATES |

**RECEIVING PARTY DATA**

|                        |                           |
|------------------------|---------------------------|
| <b>Name:</b>           | ECCA Enterprises, Inc.    |
| <b>Street Address:</b> | 103 Faulk Road, Suite 202 |
| <b>City:</b>           | Wilmington                |
| <b>State/Country:</b>  | DELAWARE                  |
| <b>Postal Code:</b>    | 19803                     |
| <b>Entity Type:</b>    | CORPORATION: DELAWARE     |

**PROPERTY NUMBERS Total: 28**

| Property Type        | Number  | Word Mark              |
|----------------------|---------|------------------------|
| Registration Number: | 1279287 | EYE MASTERS            |
| Registration Number: | 1339695 | VISIONWORKS            |
| Registration Number: | 1661198 | HOUR EYES              |
| Registration Number: | 1661199 | HOUR EYES              |
| Registration Number: | 1660196 | EYEMASTERS             |
| Registration Number: | 1655091 |                        |
| Registration Number: | 2002143 | SLIMLITE               |
| Registration Number: | 2061919 | SOUTH HAMPTON          |
| Registration Number: | 2074262 | BLUE MOON              |
| Registration Number: | 2066189 | DOCTOR'S VALU VISION   |
| Registration Number: | 2173489 | RAYZ                   |
| Registration Number: | 2124405 | SEE BETTER LOOK BETTER |
| Registration Number: | 2173639 | ROBERT MITCHEL EYEWEAR |

**OP \$715.00 1279287**

|                      |          |                                     |
|----------------------|----------|-------------------------------------|
| Registration Number: | 2158626  | CHELSEA MORGAN                      |
| Registration Number: | 2199419  | BOARDROOM CLASSICS                  |
| Registration Number: | 2439943  | SEE THE DIFFERENCE. SEE THE EYE DRX |
| Registration Number: | 2472187  | SPLENDOR                            |
| Registration Number: | 2453255  | STEIN OPTICAL                       |
| Registration Number: | 2544240  | EYE DRX                             |
| Registration Number: | 2522006  | MASTER EYE ASSOCIATES               |
| Registration Number: | 2539553  | DOCTOR'S VALU VISION                |
| Registration Number: | 2492290  | ROBERT MITCHEL                      |
| Registration Number: | 2484895  | BINYON'S                            |
| Registration Number: | 2623042  | SOUTH HAMPTON                       |
| Registration Number: | 2479689  | BLUE MOON                           |
| Registration Number: | 2773767  | ECCA MANAGED VISION CARE            |
| Serial Number:       | 76195500 | DR. BIZER'S VISIONWORLD             |
| Serial Number:       | 78215287 | DOCTOR'S VISIONWORKS                |

**CORRESPONDENCE DATA**

Fax Number: (210)226-8395  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 210-554-5516  
Email: ipdocket@coxsmith.com  
Correspondent Name: Kristi F. Nickel  
Address Line 1: 112 East Pecan Street, Suite 1800  
Address Line 2: Cox Smith Matthews Incorporated  
Address Line 4: San Antonio, TEXAS 78205

|                         |                  |
|-------------------------|------------------|
| ATTORNEY DOCKET NUMBER: | 6170.336         |
| NAME OF SUBMITTER:      | Kristi F. Nickel |
| Signature:              | /kfnickel/       |
| Date:                   | 11/03/2005       |

Total Attachments: 2  
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RELEASE OF SECURITY INTEREST IN TRADEMARKS

KNOW ALL MEN BY THESE PRESENTS that Bank of America, N.A. (as successor by merger to Fleet National Bank) ("Secured Party"), a national banking association having an office located at 100 Federal Street, Boston, Massachusetts, 02110, for good and valuable consideration, including the satisfaction of all obligations secured by the trademark collateral, does hereby release and discharge its security interest in the trademarks shown in Schedule A attached hereto and incorporated in this Release by reference, granted to it by ECCA Enterprises, Inc., a Delaware corporation ("Debtor"), having a principal place of business at 103 Faulk Road, Suite 202, Wilmington, Delaware, 19803, pursuant to an Assignment of Security Interest in Trademarks and Service Marks dated April 30, 2003 between Debtor and Secured Party, and which was recorded on May 1, 2003 at Reel 2723 Frame 0810 in the U.S. Patent and Trademark Office, to which reference may be had.

IN WITNESS WHEREOF, Secured Party has caused this Release to be executed by its duly authorized corporate officer this 18 day of October, 2005.

By: BANK OF AMERICA, N.A. (as successor by merger to Fleet National Bank)

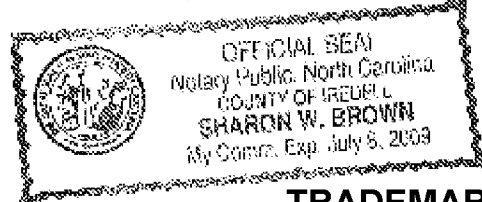
Name: James W. Ford  
Title: James W. Ford  
Senior Vice President

STATE OF N.C. §  
COUNTY OF Forsyth §

On this 18 day of October, 2005, before me, a Notary Public in and for said county, appeared James W. Ford, who is personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he signed and delivered the document as his free and voluntary act for the uses and purposes therein set forth.

Sharon W. Brown  
Notary Public

My Commission Expires: 7-8-2009



**SCHEDULE A**

| NO. | APPLICATION NO. | REGISTRATION NO. | TRADEMARK                                    | REGISTRATION DATE |
|-----|-----------------|------------------|--|-------------------|
| 1   | 73/365,930      | 1,279,287        | EYE MASTERS                                  | 5/22/1994         |
| 2   | 73/495,475      | 1,339,695        | VISIONWORKS                                  | 6/4/1995          |
| 3   | 74/361,901      | 1,661,198        | HOOR EYES                                    | 10/15/1991        |
| 4   | 74/061,989      | 1,661,199        | HOOR EYES & DESIGN                           | 10/15/1991        |
| 5   | 74/087,636      | 1,660,196        | EYEMASTERS & DESIGN                          | 10/8/1991         |
| 6   | 74/092,967      | 1,655,091        | MISCELLANEOUS DESIGN (EYE LOGO)              | 8/27/1991         |
| 7   | 74/545,692      | 2,002,143        | SLIMLITE                                     | 9/24/1996         |
| 8   | 74/034,488      | 2,061,919        | SOUTH HAMPTON                                | 5/13/1997         |
| 9   | 74/634,490      | 2,074,262        | BLUE MOON                                    | 6/24/1997         |
| 10  | 74/671,111      | 2,066,189        | DOCTOR'S VALU VISION & DESIGN                | 6/3/1997          |
| 11  | 75/090,632      | 2,173,489        | RAYZ   | 7/14/1998         |
| 12  | 75/144,933      | 2,124,405        | SEE BETTER LOOK BETTER                       | 12/23/1997        |
| 13  | 75/157,241      | 2,173,639        | ROBERT MITCHELL EYEWEAR                      | 7/14/1998         |
| 14  | 75/259,502      | 2,158,626        | CHELSEA MORGAN                               | 5/19/1998         |
| 15  | 75/259,540      | 2,190,419        | BOARDROOM CLASSICS                           | 10/27/1998        |
| 16  | 75/633,602      | 2,438,943        | SEE THE DIFFERENCE, SEE THE EYE DRX & DESIGN | 4/3/2001          |
| 17  | 75/724,947      | 2,472,187        | SPLENDOR                                     | 7/24/2001         |
| 18  | 76/065,554      | 2,453,255        | STEIN OPTICAL                                | 5/22/2001         |
| 19  | 76/065,555      | 2,544,240        | EYE DRX                                      | 3/5/2002          |
| 20  | 76/065,556      | 2,522,006        | MASTER EYE ASSOCIATES                        | 12/25/2001        |
| 21  | 76/065,563      | 2,539,553        | DOCTOR'S VALUVISION                          | 2/19/2002         |
| 22  | 76/065,565      | 2,492,290        | ROBERT MITCHELL                              | 9/25/2001         |
| 23  | 76/065,570      | 2,484,895        | BINYON'S                                     | 9/4/2001          |
| 24  | 76/065,571      | 2,623,042        | SOUTH HAMPTON                                | 9/24/2002         |
| 25  | 76/065,572      | 2,479,889        | BLUE MOON                                    | 6/21/2001         |
| 26  | 76/195,500      |                  | DR. BIZER'S VISION WORLD & DESIGN            |                   |
| 27  | 78/198,106      | 2,773,767        | ECCA MANAGED VISION CARE & DESIGN            |                   |
| 28  | 78/215,287      |                  | DOCTOR'S VISIONWORKS                         |                   |