

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eye Care Centers of America, Inc.		12/01/2009	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	ECCA Enterprises, Inc.		
Street Address:	11103 West Avenue		
City:	San Antonio		
State/Country:	TEXAS		
Postal Code:	78213		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2900458	SALSA	
CORRESPONDENCE DATA			
Fax Number:	(210)226-8695		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	210-554-5450		
Email:	ipdocket@coxsmith.com		
Correspondent Name:	Pamela B. Huff / COX SMITH MATTHEWS INC		
Address Line 1:	112 East Pecan Street, Suite 1800		
Address Line 4:	San Antonio, TEXAS 78205-1521		
ATTORNEY DOCKET NUMBER:	6170.567		
NAME OF SUBMITTER:	Pamela B. Huff		
Signature:	/pbhuff35901/		
Date:	12/10/2009		

OP \$40.00 2900458

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, **Eye Care Centers of America, Inc.** ("Assignor"), a Texas corporation with a principal place of business at 11103 West Avenue, San Antonio, Texas 78213, has adopted, used, and has been using the Mark shown in Exhibit A attached hereto (the "Mark") in connection with the goods listed in Exhibit A; and

WHEREAS, Assignor is the current, sole and record owner of U.S. Trademark Registration No. **2,900,458** issued by the U.S. Patent & Trademark Office on November 2, 2004, for the Mark as shown on Exhibit A hereto; and

WHEREAS, **ECCA Enterprises, Inc.** ("Assignee"), a Delaware corporation with a principal place of business at 11103 West Avenue, San Antonio, Texas 78213, desires to acquire all right, title and interest in and to said Mark, any and all registrations and applications for registration thereof, and the goodwill of the business symbolized by the Mark;

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, transfer and convey to ASSIGNEE all of its right, title, and interest in and to the Mark, all registrations and applications for registration thereof, all rights derived from or associated with use of the Mark by ASSIGNOR together with the goodwill of the business symbolized by said Mark, and the right to recover for past infringement of said Mark. ASSIGNOR represents and warrants that it has not previously assigned, licensed, or conveyed any interest in the Mark or the other rights referenced herein, and ASSIGNOR agrees to execute any further lawful documents needed to give full force and effect to this instrument.

Signed this 15th day of December, 2009.

EYE CARE CENTERS OF AMERICA, INC., a Texas corporation

By: 

Printed Name: Brett Calvert

Title: Vice President Marketing

STATE OF TEXAS §
 §
COUNTY OF BEXAR §

Before me, a notary public in and for the state and county aforesaid, on this day personally appeared Brett Calvert, known to me to be the person whose name is subscribed to the foregoing instrument, who acknowledged to me that s/he executed the same as Vice President - Marketing (Title of Signatory for Assignor) of **EYE CARE CENTERS OF AMERICA, INC.** for the purposes and consideration therein expressed.

Given under my hand and seal of office this 15th day of December, 2009

Signature: William Harlow

Printed Name: William Harlow

Notary Public in and for the State of Texas

My Commission Expires: May 16, 2012

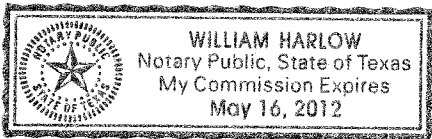


EXHIBIT A

U.S. Registration			
Mark	Registration No.	Registration Date	Services
SALSA	2,900,458	November 2, 2004	Eyewear, namely eyeglass frames

2762473.1