

# **Exhibit F**

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

**United States Patent and Trademark Office**

**Reg. No. 2,731,114**

Registered July 1, 2003

**SERVICE MARK  
PRINCIPAL REGISTER**

**1 800 CONTACTS**

1-800 CONTACTS, INC. (DELAWARE CORPORATION)  
66 EAST WADSWORTH PARK DRIVE  
3RD FLOOR  
DRAPER, UT 84020

FOR: MAIL ORDER AND TELEPHONE ORDER SERVICES IN THE FIELD OF CONTACT LENSES AND RELATED PRODUCTS, AND ELECTRONIC RETAILING SERVICES VIA COMPUTER FEATURING CONTACT LENSES AND RELATED PRODUCTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-13-1998; IN COMMERCE 7-13-1998.

APPLICANT CLAIMS THE COLORS YELLOW, BLUE AND WHITE AS PART OF THE MARK. THE BOX BEHIND THE WORD "CONTACTS" IS YELLOW. THE BORDER AROUND THE YELLOW BOX BEHIND THE WORD "CONTACTS" IS BLUE. THE BOX BEHIND THE TERM "800" IS BLUE. THE NUMBER ONE AND THE WORD "CONTACTS" ARE WRITTEN IN BLUE. THE TERM "800" IS WRITTEN IN WHITE.

SEC. 2(F) AS TO 1800 CONTACTS .

SER. NO. 76-138,625, FILED 10-2-2000.

RONALD MCMORROW, EXAMINING ATTORNEY

**Int. Cl.: 35**

**Prior U.S. Cls.: 100, 101 and 102**

**Reg. No. 2,675,866**

**United States Patent and Trademark Office**

**Registered Jan. 21, 2003**

**SERVICE MARK  
PRINCIPAL REGISTER**

**1800CONTACTS**

1-800 CONTACTS, INC (DELAWARE CORPORATION)  
66 EAST WADSWORTH PARK DRIVE, 3RD FLOOR  
DRAPER, UT 84020

FIRST USE 7-0-1995; IN COMMERCE 7-0-1995.

SEC. 2(F).

FOR: MAIL ORDER AND TELEPHONE ORDER  
SERVICES IN THE FIELD OF CONTACT LENSES  
AND RELATED PRODUCTS, AND ELECTRONIC  
RETAILING SERVICES VIA COMPUTER FEATUR-  
ING CONTACT LENSES AND RELATED PRO-  
DUCTS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

SER. NO. 75-746,706, FILED 7-8-1999.

RONALD MCMORROW, EXAMINING ATTORNEY