

## Upfront

### LICENSES, LIASONS & NEW COLLECTIONS


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#### **MODO INTRODUCES POC »**

POC is a Swedish company with a mission to do everything possible to reduce consequences of accidents for gravity sports athletes. Products include helmets, body armor and now sport sunglasses, POC Eyes (pictured), available from Modo Eyewear. The initial collection consists of four styles with frames constructed of TR90 and lenses made from NXT. Options include polarized, photochromic and High Chromatic Definition (HCD) technology.



#### **MARCHON TO SUPPLY M3D LENSES TO REVOLUTION »**

 Marchon Eyewear is supplying its patented M3D lenses, a premium 3D lens technology to Revolution Eyewear for use in Revolution's patented magnetic clip-on product line.

#### **SIGNATURE AND MICHAEL STARS INK LONG-TERM LICENSING EXTENSION »**

Signature Eyewear has renewed its Michael Stars Eyewear license through October 31, 2015 with an additional three-year renewal option. Created with a woman's sense of style and individuality in mind, Michael Stars Eyewear includes ophthalmic frames, sunglasses and ready-made readers.



#### **BOLLÉ ENTERS U.S. SAFETY EYEWEAR MARKET »**

Bollé, a division of Bushnell Outdoor Products and internationally known for performance sunwear, launches its Bollé Safety Product (pictured) to the U.S. safety eyewear market under a distribution agreement with Protective Industrial Products, Inc. (PIP), a leading supplier of personal protective equipment. PIP will market and supply Bollé to the industrial safety markets in the U.S.

#### **OKIA ENTERS CHILDREN'S SUNGLASS MARKET »**

Okia introduces Scopi, a children's sunglass collection, using the company's patented HD-Acetate (HDA) technology. These new styles take their design and name inspiration from the kaleidoscope. Just as a simple twist of a kaleidoscope brings unlimited patterns, a quick switch of one of three interchangeable eye rims sandwiched together create a different look based on such characters as a rabbit, hippo and devil.