



FOR IMMEDIATE RELEASE

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LIVE EYEWEAR APPOINTS NICOLE NORRIS AS GENERAL COUNSEL

San Luis Obispo, CA – Live Eyewear announced today the appointment of Nicole Norris to the position of General Counsel. Live Eyewear manufactures and distributes patented fitover eyewear and maintains a number of prominent trademarks known throughout the eye care and specialty sporting goods markets. The company is most noted for the world's leading brand of fitover sunglasses, Cocoons®.

Ms. Norris will be located at the company's San Luis Obispo headquarters where she will be responsible for managing all significant legal, policy and related operational matters. "Nicole brings a valuable combination of both legal and commercial experience, which aligns well with our strategic plans for continued growth," said Kieran Hardy, the company's President. "Nicole's accomplishments within the intellectual property field are outstanding. She's well deserving of her reputation as a first rate IP expert. I'm encouraged to have her on board and look forward to leveraging both her legal expertise and sunglass industry savvy."

Before joining Live Eyewear, Norris was a senior intellectual property and complex commercial litigation attorney at Colt Wallerstein and prior to that, at Winston & Strawn in the San Francisco Bay Area. A graduate of the University of California, San Diego, Ms. Norris received her Juris Doctor, from the Santa Clara University School of Law, specializing in Computer & High Technology Law.

Ms. Norris is located at the company headquarters in beautiful San Luis Obispo, CA. She looks forward to embracing the area's active outdoor lifestyle and exploring the many wineries that have made the Central Coast a prime destination for travelers from around the world.

About Live Eyewear

Live Eyewear captures the spark of new ideas and technology, transforming them into the world's most affective sunglasses designed to be worn over prescription eyewear. The company's flagship brand, Cocoons®, is the fitover sunglass of choice for discerning eye care professionals and specialty sporting goods retailers around the world. The company's culture of creative collaboration with its customers inspires a never-ending stream of innovations and advancements in the fitover eyewear arena.

For additional product and company information, visit www.cocoonseyewear.com or follow Live Eyewear on Facebook at www.facebook.com/liveeyewear.
