
To: U.S. Vision, Inc. (sflax@saul.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77336400 - ATTITUDE EYEWEAR - N/A
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UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/336400

MARK: ATTITUDE EYEWEAR

CORRESPONDENT ADDRESS:

SHERRY H. FLAX
SAUL EWING LLP
500 E PRATT ST
BALTIMORE, MD 21202-3133

GENERAL TRADEMARK INFORMATION:
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: U.S. Vision, Inc.

CORRESPONDENT'S REFERENCE/DOCKET
NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

sflax@saul.com

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 6/10/2009

Applicant is requesting reconsideration of a final refusal issued/mailed June 5, 2009.

Applicant argues that the Office has permitted the registration of MISS ATTITUDE and allowed for publication the mark POSITIVE ATTITUDE and therefore the examiner should withdraw the refusal in this case. However, the examiner is not persuaded by applicant's arguments.

First, prior decisions and actions of other trademark examining attorneys in registering different marks have little evidentiary value and are not binding upon the Office. TMEP §1207.01(d)(vi). Each case is decided on its own facts, and each mark stands on its own merits. *See AMF Inc. v. Am. Leisure Prods., Inc.*, 474 F.2d 1403, 1406, 177 USPQ 268, 269 (C.C.P.A. 1973); *In re Int'l Taste, Inc.*, 53 USPQ2d 1604, 1606 (TTAB 2000); *In re Sunmarks, Inc.*, 32 USPQ2d 1470, 1472 (TTAB 1994).

Second, the examiner disagrees with the applicant's contention that the differences between the cited registration and the two marks discussed by applicant would allow for the approval of the instant case. The question is not whether people will confuse the marks, but whether the marks will confuse people into believing that the goods and/or services they identify come from the same source. *In re West Point-Pepperell, Inc.*, 468 F.2d 200, 201, 175 USPQ 558, 558-59 (C.C.P.A. 1972); TMEP §1207.01(b). For that reason, the test of likelihood of confusion is not whether the marks can be distinguished when subjected to a side-by-side comparison. The question is whether the marks create the same overall

impression. See *Recot, Inc. v. M.C. Becton*, 214 F.2d 1322, 1329-30, 54 USPQ2d 1894, 1899 (Fed. Cir. 2000); *Visual Info. Inst., Inc. v. Vicon Indus. Inc.*, 209 USPQ 179, 189 (TTAB 1980). The focus is on the recollection of the average purchaser who normally retains a general rather than specific impression of trademarks. *Chemetron Corp. v. Morris Coupling & Clamp Co.*, 203 USPQ 537, 540-41 (TTAB 1979); *Sealed Air Corp. v. Scott Paper Co.*, 190 USPQ 106, 108 (TTAB 1975); TMEP §1207.01(b). In this case, the overall commercial impressions of the cited registrant's and the applicant's marks are the same. The mere addition of a term to a registered mark generally does not obviate the similarity between the marks nor does it overcome a likelihood of confusion under Trademark Act Section 2(d). See, e.g., *In re Chatam Int'l Inc.*, 380 F.3d 1340, 71 USPQ2d 1944 (Fed. Cir. 2004); *In re El Torito Rests., Inc.*, 9 USPQ2d 2002 (TTAB 1988). The only exceptions are when the matter common to the marks is merely descriptive or diluted, and not likely to be perceived by purchasers as distinguishing source, or when the marks in their entireties convey a significantly different commercial impression. TMEP §1207.01(b)(iii); see, e.g., *Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 73 USPQ2d 1350 (Fed. Cir. 2004); *In re Shawnee Milling Co.*, 225 USPQ 747 (TTAB 1985); *In re S.D. Fabrics, Inc.*, 223 USPQ 54 (TTAB 1984). Here, the common wording is not descriptive or diluted, and the additional wording is EYEWEAR, a generic term for the goods, which does add to the trademark significance of the common wording. Therefore, the marks have the same overall commercial impression, unlike the two marks raised in applicant's Request for Reconsideration.

Moreover, in this case, the goods are overlapping because "eyeglass lenses" may be considered part of "eyewear." See attached dictionary and Internet evidence for support. Moreover, the goods are closely related and likely to travel through the same channels of trade and to the same consumers, namely, those who require eyewear. In support thereof, the examiner attaches evidence of relatedness, including evidence from the applicant's and registrant's own websites. As previously shown by numerous third party registrations, the same marks may be used for both eyeglasses or sunglasses, or eyeglass accessories as for eyeglass lenses. Moreover, the goods may be used together since a consumer could buy frames from the applicant and replace the lenses with those of the registrant. See attached Internet evidence showing the existence of services to simply replace lenses in frames already owned by the consumer.

Thus, after careful consideration of the law and facts of the case, the examining attorney must deny the request for reconsideration and adhere to the final action as written since no new facts or reasons have been presented that are significant and compelling with regard to the point at issue.

Accordingly, applicant's request for reconsideration is *denied*. The time for appeal runs from the date the final action was issued/mailed. 37 C.F.R. Section 2.64(b); TMEP Section 715.03(c). If applicant has already filed a timely notice of appeal, the application will be forwarded to the Trademark Trial and Appeal Board (TTAB).

/Marcie R. Frum Milone/
Trademark Examining Attorney
Law Office 116
571-272-9726

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

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The Bobster Bugeye II Interchangeable goggle features three sets of shatterproof polycarbonate lenses, day (smoked), overcast (amber), and night (clear).

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The lenses are 100% UVA and UVB ultraviolet protective, impact resistant and anti-fogging. The matte black frame is super strong anti impact nylon. ...
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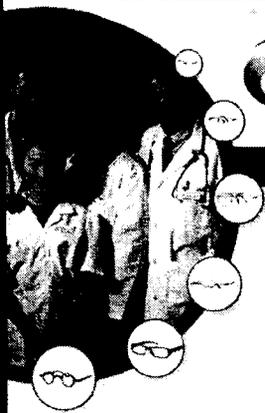
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Shamir Optical Industry Ltd. is a leading manufacturer of innovative progressive lenses and molds, and a primary source for cutting-edge progressive lens and mold technology. A global enterprise headquartered in Israel, it has subsidiaries in Europe and the United States

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Company profile

Founded in 1972, Shamir Optical Industry Ltd. is one of the world's leading manufacturers of high-quality progressive lenses and molds. Famous for its innovation, technological sophistication and rigorous quality assurance practices, Shamir is known for its quick response to changing consumer demands, and its ability to fill custom-design, private label product range orders.

Originally established as a manufacturer of bi-focal lenses, within a decade's time Shamir ranked among the world's first ten companies to develop and market original progressive lenses. Its first progressive mold and lens launched the company onto the international map, proving to be a turning point for Shamir. It is Shamir's technological expertise that has made it a company with vision. In 1998 it developed its first technological breakthrough with its Eye-Point Technology™. This cutting-edge software enabled the company to develop its leading products: Shamir Genesis™, Shamir Piccolo™ and Shamir Office™.



In 2003 Shamir made its mark again – this time with a new progressive lens based on a...

new technology. Its Shamir Autograph™ caught everyone's eye because it characterized the era of personal lenses, thanks to Shamir's new Direct Lens Technology™. In 2004 the company amazed the market again with its new Shamir Creation™ lens based on Shamir's new Eye-Point Technology™ Wave Front Computation that simulates a far greater number of prescription types and optical characteristics.

As a result of its technological developments, Shamir has snowballed into a global enterprise with a competitive edge. In 1997 Shamir formed a limited partnership with Eyal Optical Industry – a manufacturer of plastic progressive lenses. Since then, it has assumed full ownership of Eyal and has established subsidiaries in the United States and Europe: Shamir USA (1994), Shamir Insight Inc. (1998) and Shamir Optic GmbH (2004).

A Leader in R&D for the Optical Industry

Investing heavily in R&D, Shamir has developed technological breakthroughs that have positioned it at the cutting-edge of progressive optical Technology.

A Vision of Tomorrow

Shamir Optical Industry Ltd.'s vision is to progressively improve the vision of eyesight challenged eyeglass wearers. The company is dedicated to keeping its finger on the pulse of market changes in order to innovate and lead. To do so, it will continue to intensively pursue its R&D activities so that it can persistently develop cutting-edge technologies for enhancing visual acuity. Working together with leading scientists and researchers, labs and optometrists can always count on Shamir to offer new solutions within its ever-expanding field of vision.

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ABOUT US



U.S. Vision, Inc., a wholly-owned subsidiary of Refac Optical Group, is a retailer of optical products and services through retail optical departments licensed to operate within national and regional department stores and through a limited number of freestanding retail locations. Most recently, US Vision entered the discount warehouse optical market, with our acquisition of 156 optical centers in BJ's Wholesale Club located along the East Coast. Our retail optical departments are full-service retail vision care stores that offer an

extensive selection of designer brands and private label prescription eyewear, contact lenses, sunglasses, ready-made readers and accessories. As of May 8th, 2007, we operate over 660 locations in 47 states and Canada, consisting of licensed department and freestanding stores. We currently operate retail optical departments in JCPenney, select Sears, Macy's and

stores. We currently operate retail optical departments in JCPenney, Sears, Macy's and other various regional department stores. Our freestanding stores are located in malls and shopping centers. We also sell contacts on-line at www.JCPenneyOptical.com.

Our retail optical departments are full-service retail vision care stores that offer a wide selection of designer brands and private label prescription eyewear, contact lenses, sunglasses, ready-made readers and accessories. Also, an on-premises, independent doctor of optometry performs complete eye examinations and prescribes eyeglasses and contact lenses. Our wide selection of designer and private label branded eyewear allows us to tailor our merchandise selection to meet the needs of our host store customers.

We operate a single, modern optical laboratory, distribution and lens grinding facility at which we fill customer orders for prescription eyewear and maintain a central inventory of frames. Customer orders are placed at the retail stores and are transmitted into the central optical laboratory daily, where the lenses are ground, cut, finished and custom fitted to optical frames in the size and style selected by the customer. The finished eyewear is then shipped to the retail store for delivery to the customer within a few working days and can be completed overnight if requested by the customer.

Since 1991, we have been a national provider of managed vision care benefits. US Vision is proud to be a member provider of the Eye Med Vision Care Network, which offers comprehensive eyewear benefits to plan participants. In fiscal 2005, approximately 30% of our revenues were attributable to purchases by participants in managed vision care programs.



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The best place to start when selecting eyewear is by working with one of our Opticians. All of our Eyecare Professionals have been trained as eyewear fashion consultants. When considering selecting frames and lenses, it is always wise to consider your Lifestyle as well as identifying what vision needs and function that you want your new glasses to serve. If you aren't certain, our Eyecare Professionals are always ready and willing to assist you in identifying your answers to these questions. Please be aware that your current prescription will have an effect on what you may select and use. (Prescriptions may place limits on lens type and frame size and shape.)

- FRAMES
- LENSES
- CHILDREN'S EYEWEAR
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FRAMES

WHAT TO LOOK FOR IN FRAME CONSTRUCTION:

Metal Frames - solder points are neatly and solidly done at the bridge, nose pads, and temple areas. All edges are smooth and hazard free.

Plastic Frames - Hinges have been securely attached to front of frame and to temples. All edges are smooth and hazard free. Does the frame appear solidly constructed and able to withstand wear and tear? Or is it flimsy and will easily break under pressure?

APPEARANCE OF THE FRAME:

Metal Frames - Often, the finish of inferior frames will tarnish or discolor. In examining the frame sample, is the finish solid and free from blemish? If burnished, does the finish maintain its shine?

Plastic Frames - A quality frame should have the color or pattern uniformly throughout the entire frame. Inferior frames will not look symmetrical or balanced when examined carefully.

COMFORT:

Metal Frames - After a few simple adjustments, a quality frame should feel comfortable when being worn. The nose pads should rest comfortably on the nose and not pinch. Temples should extend and gently curve around the ear. If the temples extend well beyond the ear and must be bent into an unusual shape, the temple length is probable excessive and the

and must be bent into an unusual shape, the temple length is probably excessive and the optician should assist you in selecting a frame with smaller temples. Frame temples should not pinch or press upon your temples after being adjusted. If they do, ask our Eyecare Professional for a larger sized frame.

Plastic Frames - After a few simple adjustments, a quality frame should feel comfortable when being worn. The bridge should rest comfortably on the nose and not pinch. Temples should extend and gently curve around the ear. If the temples extend well beyond the ear and must be bent into an unusual shape, the temple length is probably excessive and the optician should assist you in selecting a frame with smaller temples. Frame temples should not pinch or press upon your temples after being adjusted. If they do, ask our Eyecare Professional for a larger sized frame.

Weight - Modern metal and plastic quality frames are light in weight. Space age "exotic" materials offer even greater comfort with further reductions in weight while maintaining durability and strength.

SPECIAL FEATURES:

Spring Hinges - Spring Hinges are designed to help keep your frame in alignment and minimize the need for any adjustments.

Silicon Nose Pads (available on Metal Frames Only) - Silicone nose pads are designed to comfortably "grip" the skin. This prevents slippage of the glasses and avoids the dreaded "pushing your glasses back up your nose" syndrome.

Hypo-Allergenic - The acidity in some eyeglass wearer's skin will react with metal frame's finish and cause a greenish discoloration of the skin where the temples or nose pads touch the skin. Other eyeglass wearers may break out in an allergic reaction to their metal frame's finish. Titanium is an excellent answer to either of these problems, as it is hypo-allergenic.

FLEXTRA by FLEXON - These frames have a "memory" that allows them to be twisted out of shape, then when released, they snap back into alignment.

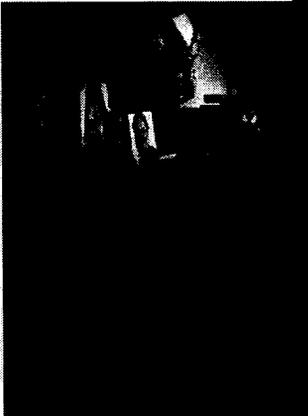


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LENSES

Selecting the right Lens Material is very important to ensure that you have the right lenses for your lifestyle. Below are some considerations:

PLASTIC

Feature - The most commonly used Lens Material. Much lighter than glass.

Benefit - More comfortable to wear. Recommend adding Scratch -Coating to reduce scratching from ordinary usage and to extend the life of the lens. We also recommend adding an ULTRA VIOLET treatment, which will block out 100% of the harmful ultra violet rays from the sun. This will protect your eyes from physiological damage and help prevent cataracts.

POLYCARBONATE

Feature - 33% thinner and lighter than regular plastic lenses.

Benefit - Greater comfort. Polycarbonate Lens are scratch resistant and come pre-treated with an ULTRA VIOLET treatment. In addition, they are Shatter Resistant, making them a great lens choice for active adults and children.

HIGH INDEX PLASTIC

Feature - US Vision offers several premium High Index lenses. These lenses provide the thinnest and lightest lenses possible for strong prescriptions.

Benefit - Very comfortable to wear. They are scratch resistant to extend the life of the lenses. Combined with a fashion frame, High Index Lenses will combine great cosmetic looks with maximum visual acuity correction.

GLASS

GLASS

Feature - The original ophthalmic lens material.

Benefit - Glass is still available for a wide range of prescriptions. However, the weight of glass lenses makes this a less comfortable lens material.

SINGLE VISION LENS

Feature - The entire Lens is of the same power. It only corrects viewing for a single viewing distance.

Benefit - Good for either reading or distance viewing only.

STRAIGHT TOP BIFOCAL

Feature - This Lens corrects for both near(reading) and distance viewing. The SEG(Bifocal Window) is for your near viewing; the rest of the lens is for distance viewing.

Benefit - Good for multiple uses like driving and reading.

STRAIGHT TOP TRIFOCAL

Feature - This Lens corrects for near(reading), intermediate, and long distance viewing. The top portion of the SEG(Trifocal Window) is intermediate viewing; the bottom portion of the SEG is for reading. The rest of the lens is for distance viewing.

Benefit - Good for all uses: driving, sewing, gardening, and reading.

PROGRESSIVES

Feature - The Progressive Lens is the best lens for COMPLETE VISION CORRECTION AT ALL DISTANCES. It corrects for reading, intermediate, and distance viewing. The Progressive Lens' ultra modern lens design allows you to adjust your focus from one viewing distance to another naturally and easily, without distracting lines in your field of vision.

Benefit - Great for all uses - Great for all uses - all lifestyles - perfect for driving, sewing, golfing, gardening, and reading. Reduces eye fatigue. And no one will know that you're wearing a multi focal lens; with Progressive Lenses, there aren't any embarrassing bifocal lines!



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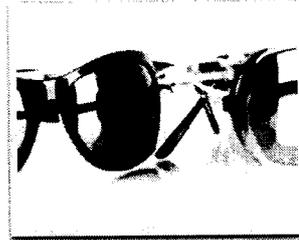
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SUNGLASSES



Whether you need prescription correction or not, **EVERYONE** needs to protect their eyes from the harmful ultraviolet rays of the sun. Ultraviolet rays do to your eyes what they do to your skin; it burns them. Even when the sky above is cloudy or overcast, the ultraviolet rays penetrate the cloud cover and reach the ground. Prolonged exposure to ultraviolet rays has been linked to:

- **Premature Development of Cataracts** - Cataracts are the leading cause of blindness and the cause of the vast majority of eye surgery in the United States. Cataracts occur when the Crystalline Lens gradually begins to cloud or turn a milky color, eventually leading to decreased visual clarity.
- **Development of Macular Degeneration** - Macular Degeneration is the leading cause of blindness in people over 55 years of age. The Macula, located at the center of the Retina at the back of the eye, may break down from prolonged exposure to ultraviolet rays. Eventually a 'blind spot' develops in one's vision which may get larger with continued unprotected exposure to the sun.

US Vision offers a variety of Lens Options for Protective Sunwear, from the latest fashions in Non-Prescriptive Sunglasses to a wide variety of frame styles for Prescription Sunwear. All of our Sunwear includes 100% ultra violet ray protection. Consider:

- **POLARIZED LENSES** (Great for the Outdoors and being around water. Reduces glare.)
- **TRANSITIONS LENSES** (The lenses that change from virtually clear to a grey or brown sunglass tint when exposed to ultraviolet rays. Comfort for every lighting situation!)
- **TINTS** (we carry a wide selection of fashion and sunglass tints.)
- **MIRROR COATINGS** (Reduce glare and add a fashion statement!)



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CHILDREN'S EYEWEAR

If your child (or your child's teacher) indicates vision problems, we recommend scheduling an eye exam appointment with an eye doctor immediately. US Vision's associated independent Doctors of Optometry * typically see children as young as 4 or 5 years old. If a vision problem is detected, you want to ensure that your child will get the maximum vision correction from their glasses and be safe while wearing them. US Vision will only fill prescriptions for children with Polycarbonate - Shatter Resistant lenses (and we make it affordable to do so - ask one of our eyecare professionals about our KID'S EYEWEAR PACKAGES!)

US Vision carries a selection of both metal and plastic frames, in both traditional and fashion styles. When selecting a frame for (with) your child, please ensure that:

- The temple is long enough to fit behind their ears.
- If selecting a metal frame with nose pads, that they can be adjusted to fit your child's nose and to prevent the frame from slipping down their nose.
- There is plenty of room between the frame front (lenses) and their eyes to allow for good air circulation.
- The hinges are secure and flexible (spring hinges are recommended).

US Vision carries names that you & your child will recognize and enjoy - Rascals, Nickelodeon, MUDD, plus many more.

*Independent optometrist adjacent to most US Vision Eyecare Centers except where not permitted by state law.

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eyewear

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- eyesore
- eyespot
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- eyestrain
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- eyetooth
- eyewash
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- eyot
- eyra
- Eyre, Lake
- Eyre Peninsula
- eyrie
- eyrir
- EZ

eyewear



eye-wear [ˈi wɛər]

noun

Definition:

something worn over eyes: something worn over the eyes to protect them or correct sight, e.g. glasses, goggles, or contact lenses

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Glasses

From Wikipedia, the free encyclopedia

(Redirected from Eyewear)

"Glasses" can also be the plural of "glass".

"Spectacles" redirects here. For other uses, see *Spectacle (disambiguation)*.

Glasses (also called **eyeglasses** or **spectacles**) are frames bearing lenses worn in front of the eyes, normally for vision correction, eye protection, or for protection from UV rays.

Modern glasses are typically supported by pads on the bridge of the nose and by temples placed over the ears. Historical types include the *pince-nez*, monocle, lorgnette, and scissors-glasses.

Eyeglass frames are commonly made from metal or plastic. Lenses were originally made from glass, but many are now made from various types of metal plastic, including CR-39 and polycarbonate. These materials reduce the danger of breakage and weigh less than glass lenses. Some plastics also have more advantageous optical properties than glass, such as better transmission of visible light and greater absorption of ultraviolet light.^[1] Some plastics have a greater index of refraction than most types of glass; this is useful in the making of corrective lenses shaped to correct various vision abnormalities such as myopia, allowing thinner lenses for a given prescription. Newer plastic lenses, called izon, can also correct for the higher order aberrations that naturally occur in the surface of our eye. These lenses create sharper vision for the people who have problems with sight and help with the halos, starbursts, and comet-tails often associated with night time driving glare. Wavefront guided LASIK surgery also corrects for the higher order aberrations.

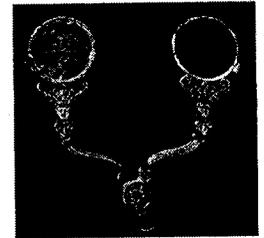
Scratch-resistant coatings can be applied to most plastic lenses giving them similar scratch resistance to glass. Hydrophobic coatings designed to ease cleaning are also available, as are anti-reflective coatings intended to reduce glare, improve night vision and make the wearer's eyes more visible.^[2]

CR-39 lenses are the most common plastic lenses due to their low weight, high scratch resistance, and low transparency for ultra violet and infrared radiation. Polycarbonate and Trivex lenses are the lightest and most shatter-resistant, making them the best for impact protection,^[1] offer poor optics due to high dispersion, and having a low Abbe number of 31.

Not all glasses are designed solely for vision correction but are worn for protection, viewing visual information (such as stereoscopy) or simply just for aesthetic or fashion values. Safety glasses are a kind of eye protection against flying debris or against visible and near visible light or radiation. Sunglasses allow better vision in bright daylight, and may protect against damage from high levels of ultraviolet light.



A modern pair of prescription glasses with a half rim design.



French Empire gilt scissors glasses c.1805

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History of eyeglasses

[edit]

Precursors

[edit]

The earliest historical reference to magnification dates back to ancient Egyptian hieroglyphs in the 8th century BC, which depict "simple glass meniscial lenses". The earliest written record of magnification dates back to the 1st century AD, when Seneca the Younger, a tutor of Emperor Nero, wrote: "Letters, however small and indistinct, are seen enlarged and more clearly through a globe or glass filled with water."^[3] Emperor Nero is also said to have watched the gladiatorial games using an emerald as a corrective lens.^[4]

Corrective lenses were said to be used by Abbas Ibn Fimas in the 9th century,^[5] who had devised a way to produce very clear glass. These glasses could be shaped and polished into round rocks used for viewing and were known as reading stones. The earliest evidence of "a magnifying device, a convex lens forming a magnified image," dates back the *Book of Optics* published by Alhazen in 1021. Its translation into Latin in the 12th century was instrumental to the invention of eyeglasses in 13th century Italy.^[3]

Sunglasses, in the form of flat panes of smoky quartz, protected the eyes from glare and were used in China in the 12th century or possibly earlier. However, they did not offer any corrective powers.^[6]

Invention of eyeglasses

[edit]



The 'Glasses Apostle' by Conrad von Soest (1403)

Around 1284 in Italy, Salvino D'Armate is credited with inventing the first wearable eye glasses.^[7] The earliest pictorial evidence for the use of eyeglasses, however, is Tomaso da Modena's 1352 portrait of the cardinal Hugh de Provence reading in a scriptorium. Another early example would be a depiction of eyeglasses found north of the Alps in an altarpiece of the church of Bad Wildungen, Germany, in 1403.

Many theories abound for who should be credited for the invention of traditional eyeglasses. In 1676, Francesco Redi, a professor of medicine at the University of Pisa, wrote that he possessed a 1289 manuscript whose author complains that he would be unable to read or write were it not for the recent invention of glasses. He also produced a record of a sermon given in 1305, in which the speaker, a Dominican monk named Fra Giordano da Rivaio, remarked that glasses had been invented less than twenty years previously, and that he had met the inventor. Based on this evidence, Redi credited another Dominican monk, Fra Alessandro da Spina of Pisa, with the re-invention of glasses after their original inventor kept them a secret, a claim contained in da Spina's obituary record.^[8]

Other stories, possibly legendary, credit Roger Bacon with the invention. Bacon is known to have made one of the first recorded references to the magnifying properties of lenses in 1262,^[9] though this was predated by Alhazen's *Book of Optics* in 1021.^[2] Bacon's treatise *De iride* ("On the Rainbow"), which was written while he was a student of Robert Grosseteste, no later than 1235, mentions using optics to "read the smallest letters at

incredible distances". While the exact date and inventor may be forever disputed, it is almost certain that spectacles were invented between 1260 and 1300 in Italy. These early spectacles had convex lenses that could correct both hyperopia (farsightedness), and the presbyopia that commonly develops as a symptom of aging. Nicholas of Cusa is believed to have discovered the benefits of concave lens in the treatment of myopia (nearsightedness). However, it was not until 1604 that Johannes Kepler published in his treatise on optics and astronomy, the first correct explanation as to why convex and concave lenses could correct presbyopia and myopia.

Later developments



The American scientist Benjamin Franklin, who suffered from both myopia and presbyopia, invented bifocals in 1784 to avoid having to regularly switch between two pairs of glasses.^[10] The first lenses for correcting astigmatism were constructed by the British astronomer George Airy in 1825.^[10]

Over time, the construction of spectacle frames also evolved. Early eyepieces were designed to be either held



Detail of a portrait of Hugh de Provence, painted by Tomaso da Modena in 1352



Seated apostle holding lenses in position for reading. Detail from *Death of the Virgin*, by the Master of Heiligenkreuz, ca. 1400-30 (Getty Center).

[edit]



A portrait of Francisco de Quevedo y Villegas, 1580-1645

in place by hand or by exerting pressure on the nose (*pince-nez*). Girolamo Savonarola suggested that eyepieces could be held in place by a ribbon passed over the wearer's head, this in turn secured by the weight of a hat. The modern style of glasses, held by temples passing over the ears, was developed in 1727 by the British optician Edward Scarlett. These designs were not immediately successful, however, and various styles with attached handles such as "scissors-glasses" and lorgnettes remained fashionable throughout the 18th and into the early 19th century.

In the early 20th century, Moritz von Rohr at Zeiss (with the assistance of H. Bøgehold and A. Sonnefeld^[1]), developed the Zeiss Punktal spherical point-focus lenses that dominated the eyeglass lens field for many years.

Despite the increasing popularity of contact lenses and laser corrective eye surgery, glasses remain very common, as their technology has improved. For instance, it is now possible to purchase frames made of special memory metal alloys that return to their correct shape after being bent. Other frames have spring-loaded hinges. Either of these designs offers dramatically better ability to withstand the stresses of daily wear and the occasional accident. Modern frames are also often made from strong, light-weight materials such as titanium alloys, which were not available in earlier times.

Types

[edit]

Corrective

[edit]

Main articles: Corrective lens, Pinhole glasses, and Refraction error

Corrective lenses are used to correct refractive errors of the eye by modifying the effective focal length of the lens in order to alleviate the effects of conditions such as, nearsightedness (myopia), farsightedness (hyperopia) or astigmatism. Another common condition in older patients is presbyopia which is caused by the eye's crystalline lens losing elasticity, progressively reducing the ability of the lens to accommodate (i.e. to focus on objects close to the eye).

The power of a lens is generally measured in diopters. Over-the-counter reading glasses are typically rated at +1.00 to +4.00 diopters. Glasses correcting for myopia will have negative diopter strengths. Prescription lenses, made to conform to the prescription of an ophthalmologist or optometrist, are used to make prescription glasses, which are then verified correct using a professional lensmeter.

Pinhole glasses are a type of corrective glasses which do not use a conventional lens and are claimed to help correct the eye's refractive error without introducing the image distortion of traditional lens-based glasses.



Seattle skyline as seen through a corrective lens, showing the effect of refraction.

[edit]

Safety

See also: Eye protection

Safety glasses are usually made with shatter-resistant plastic lenses to protect the eye from flying debris. Although safety lenses may be constructed from a variety of materials of various impact resistance, certain standards suggest that they maintain a minimum 1 millimeter thickness at the thinnest point, regardless of material. Safety glasses can vary in the level of protection they provide. For example, those used in medicine may be expected to protect against blood splatter while safety glasses in a factory might have stronger lenses and a stronger frame with additional shields at the temples. The lenses of safety glasses can also be shaped for correction.



Safety glasses with side shields

The American National Standards Institute has established standard ANSI Z87.1 for safety glasses in the United States, and similar standards have been established elsewhere.

OSHA provides guidance on the type of safety eyewear that should be used for a particular application.

Some safety glasses are designed to fit over corrective glasses or sunglasses. They may provide less eye protection than goggles or other forms of eye protection, but their light weight increases the likelihood that they will actually be used. Modern safety glasses tend to be given a more stylish design in order to encourage their use. Corrective glasses with plastic lenses can be used in the place of safety glasses in many environments; this is one advantage that they have over contact lenses.

There are also safety glasses for welding, which are styled like wraparound sunglasses, but with much darker lenses, for use in welding where a full sized welding helmet is inconvenient or uncomfortable. These are often called "flash goggles", because they provide protection from welding flash.

Worker safety eyewear is available in various lens colors and/or with coatings to protect or enable eyesight in different lighting conditions, particularly when outdoors.

Nylon frames are usually used for protection eyewear for sports because of their lightweight and flexible properties. They are able to bend slightly and return to their original shape

instead of breaking when pressure is applied to them. Nylon frames can become very brittle with age and they can be difficult to adjust.

Sunglasses

[edit]

Main article: Sunglasses

Sunglasses may be made with either prescription or non-prescription lenses that are darkened to provide protection against bright visible light and, possibly, ultraviolet (UV) light. Photochromic lenses, which are photosensitive, darken when struck by UV light

Light polarization is an added feature that can be applied to sunglass lenses. Polarization filters remove horizontally polarized rays of light, which can cause glare. Polarized sunglasses allow wearers to see into water when normally glare or reflected light would be seen.^[12] Polarized sunglasses may present some difficulties for pilots since reflections from water and other structures often used to gauge altitude may be removed, or instrument readings on liquid crystal displays may be blocked.

Yellow lenses increase color contrast and improve depth perception. Brown lenses are common among golfers, but cause color distortion.^[citation needed] Blue, purple, and green lenses offer no real benefits to vision enhancement, and are mainly cosmetic.^[citation needed] Some sunglasses with interchangeable lenses have optional clear lenses to protect the eyes during low light or night time activities and a colored lens with UV protection for times where sun protection is needed.

Sunglasses are often worn just for aesthetic purposes, or simply to hide the eyes. Examples of sunglasses that were popular for these reasons include teashades and mirrorshades.

3D glasses

[edit]

The illusion of three dimensions on a two dimensional surface can be created by providing each eye with different visual information. Classic 3D glasses create the illusion of three dimensions when viewing specially prepared images. The classic 3D glasses have one red lens and one blue lens. 3D glasses made of cardboard and plastic are distributed at 3D movies. Another kind of 3D glasses uses polarized filters, with one lens polarized vertically and the other horizontally, with the two images required for stereo vision polarized the same way. Polarized 3D glasses allow for color 3D, while the red-blue lenses produce a dull black-and-white picture with red and blue fringes.

One kind of electronic 3D spectacles uses electronic shutters, while virtual reality glasses and helmets have separate video screens for each eye. A 3D effect can also be produced using LCD shutter glasses.^[13]

Reading glasses

[edit]

Magnifying lenses which are used to treat mild hyperopia and presbyopia, normally referred to as reading glasses, can be bought off the shelf. Most glasses are made to an individual prescription, based on degree of myopia or hyperopia combined with astigmatism if applicable. Lenses can be ground to specific prescriptions, but in some cases standard off-the-shelf prescriptions suffice, though they require custom fitting to particular frames.

Bifocals, trifocals and progressive lenses

[edit]

As people age, their ability to focus is lessened and many decide to use multiple-focus lenses, bifocal or even trifocal to cover all the situations in which they use their sight. Traditional multifocal lenses have two or three distinct horizontal viewing areas, each requiring a conscious effort of refocusing. Some modern multifocal lenses, such as progressive lenses (known as "no-line bifocals"), give a smooth transition between these different focal points, unnoticeable by most wearers, while other glasses have lenses specifically intended for use with computer monitors at a fixed distance. People may have several pairs of glasses, one for each task or distance, with specific glasses for reading, computer use, television watching, and writing.

Extreme magnification (bioptics)

[edit]

A form of glasses with extreme magnification to improve the distance vision of those with severe eyesight impairment, especially people with albinism, are known as bioptics or a bioptic telescope. They may take the form of self-contained glasses that resemble goggles or binoculars, or may be attached to existing glasses.

Fashion

[edit]

Glasses can be a major part of personal image and expression, from Groucho Marx and Buddy Holly to the extravagance of Elton John and Dame Edna Everage

For some celebrities, glasses form part of their identity. United States Senator Barry Goldwater continued to wear lensless horn-rimmed glasses after being fitted with contact lenses because he was not recognizable without his trademark glasses. British soap star Anne Kirkbride had the same problem: her character on *Coronation Street*, Deirdre Barlow, became so well-known for her big frames that she was expected to wear them at social gatherings and in international tours, even though Kirkbride has always worn contact lenses. Comedian Drew Carey continued to wear glasses for the same reason after getting corrective laser eye surgery. British comedic actor Eric Sykes, who became profoundly deaf as an adult



glasses for the same reason after getting corrective laser eye surgery. British comedic actor Eric Sykes, who became profoundly deaf as an adult, wears glasses that contain no lenses; they are actually a bone-conducting hearing aid. Masaharu Morimoto wears glasses to separate his professional persona as a chef from his stage persona as Iron Chef Japanese. John Lennon wore his round-lens 'Windsor' spectacles from some of his time with the Beatles to his murder in 1980. The rock band Weezer is known for some of the members wearing thick-rimmed glasses.

Browline glasses were the standard for men in the 1950s and 1960s.

In popular culture, glasses were all the disguise Superman and Wonder Woman needed to hide in plain view as alter egos Clark Kent and Diana Prince, respectively. An example of halo effect is seen in the stereotype that those who wear glasses are intelligent or, especially in teen culture, even geeks and nerds. Some people who find that wearing glasses may look 'nerdy' turn to contact lenses or laser eye surgery, especially under peer pressure.

Another unpopular aspect of glasses is their inconvenience. Even through the creation of light frames, such as those made of titanium, very flexible frames, and new lens materials and optical coatings, glasses can still cause problems during rigorous sports. The lenses can become greasy or trap vapour when eating hot food, swimming, walking in rain or rapid temperature changes (such as walking into a warm building from cold temperatures outside), reducing visibility significantly. Scraping, fracturing, or breakage of the lenses require time-consuming and costly professional repair, though modern plastic lenses are almost indestructible and very scratch-resistant.

Rimless style

[edit]

Three-piece rimless and semi-rimless glasses are common variations that differ from regular glasses in that their frames do not completely encircle the lenses. Three-piece rimless glasses have no frame around the lenses, and the bridge and temples are mounted directly onto the lenses. Semi-rimless (or half-rimless) glasses have a frame that only partially encircles the lenses (commonly the top portion). When the style was first introduced in the 1930s, lenses were screwed directly to the front of the frame; most modern variations feature the lenses held inside of the frame by high strength nylon wire,^[14] although the semi-rimless style has been around since at least the 1940s. A rare and currently noncommercial variation are rimless and frameless glasses attached to a piercing at the bridge of a wearers nose.^[15] Such glasses have the visual look of the *pinça-naz*.

Glazing

[edit]

Spectacle lenses are edged into the frame's rim using glazing machines operated by ophthalmic technicians. The edging process begins with a trace being taken of the frame's eye shape. In earlier days the trace was replicated onto a plastic pattern called a former. Nowadays the process is patternless and the shape is sent to the edger electronically.

The lens, in the form of a round uncut,^[clarification needed] is positioned in the correct manner to match the prescription and a block is stuck to the lens and that block fits into a chuck in the edging machine. A diamond-coated wheel spins as the edger replicates the frame's eye-shape to the uncut lens. A V-shaped bevel is applied to allow the edge of the lens to fit into the frame rim.

Redistribution

[edit]

Some organizations like Lions Clubs International^[16] and Unite For Sight^[17] provide a way to donate glasses and sunglasses. Unite For Sight has redistributed more than 200,000 pairs.^[18]

See also

[edit]

- Eye examination
- Eyeglass prescription
- Corrective lens
- Geek chic
- History of optics
- Meganeeko
- Sunglasses
- X-ray vision
- Stereoscopy

References

[edit]

1. ^[1] Eyeglasses (also called spectacles) are devices consisting of two lenses or mirrors mounted on a bridge that spans the nose and rests on the ears. They are used to correct refractive errors of the eye and to protect the eyes from injury. Eyeglasses are also used for cosmetic purposes and to protect the eyes from ultraviolet radiation. Eyeglasses are also used to correct refractive errors of the eye and to protect the eyes from injury. Eyeglasses are also used for cosmetic purposes and to protect the eyes from ultraviolet radiation.

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External links

- Antique Spectacles *ⓘ*, extensive history and pictures of spectacles.
- British Optical Association Museum *ⓘ*, Spectacles Gallery
- History of Eye Glasses *ⓘ*, Teagle Optometry

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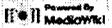
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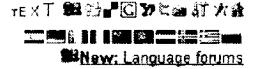
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glasses /glass es/ (glas'iz) spectacles, lenses arranged in a frame holding them in the proper position before the eyes, as an aid to vision.

bifocal glasses those with bifocal lenses.

trifocal glasses those with trifocal lenses.

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spectacles

An optical appliance consisting of a pair of ophthalmic lenses mounted in a frame or rimless mount, resting on the nose and held in place by sides extending towards or over the ears. *Syn.* eyeglass frame; eyeglasses; eyewear (colloquial); glasses; spectacle frame. *See* acetone; pantoscopic angle; retroscopic angle; angling; bridge; clipover; eczema; endpiece; eyesize; front; hinge; lens washer; lorgnette; mount; pad; plastic; rim; side; spectacle frame markings; sunglasses; temple; tortoiseshell.

aphakic spectacles Spectacles mounted with aphakic lenses used to compensate the loss of optical power resulting from a cataract extraction when no intraocular lens implant has been inserted. *Syn.* cataract glasses. *See* aphakic lens.

billiards spectacles Spectacles incorporating joints that enable the wearer to adjust the angle of the sides (British Standard).

folding spectacles Spectacles that are hinged at the bridge and in the sides, so as to fold with the two lenses in apposition.

half-eye spectacles A pair of spectacles for near vision, designed so that the lenses cover only half of the field of view, usually the lower half (Fig. S10). *Syn.* half-eyes.

hemianopic spectacles Spectacles incorporating a device that provides a lateral displacement of one or both fields of view. The device is usually a prism such as a Fresnel Press-On prism, which is placed over the blind (hemianopic) side of the visual field. A mirror system may also be used. The view within that side of the field is imaged on the seeing side of the visual field of the eye.

industrial spectacles Spectacles made with plastic or safety glass and solid frame, sometimes with side shields. They are used in industrial occupations where there are possible hazards to the eye. *See* Fig. S6; safety glass; goggles; safety lens.

library spectacles A plastic spectacle frame with heavyweight front and sides. *Syn.* library frame.

magnifying spectacles Spectacles containing lenses of high convex power (+10 D or higher) used for near vision.

orthopaedic spectacles Spectacles with attachments designed to relieve certain anatomical deformities such as entropion, ptosis, etc. *See* Horner's syndrome.

pinhole spectacles Spectacles fitted with opaque discs having one or more small apertures. They are used as an aid in certain types of low vision (e.g. corneal scar). *See* stenopaic spectacles; low vision.

recumbent spectacles Spectacles intended to be used while recumbent. They usually incorporate a prism that deflects a beam of light through approximately 90° while keeping the image erect. *See* yoke prisms.

reversible spectacles Spectacles that are designed to be worn with either lens before either eye.

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reversible spectacles Spectacles that are designed to be worn with either lens before either eye.

rimless spectacles Spectacles without rims, the lenses being fastened to the frame by screws, clamps or similar devices. See lens groove; rim.

stenopaic spectacles Spectacles fitted with opaque discs having a slit. They are used as an aid in certain types of low vision. See stenopaic disc; pinhole spectacles; low vision.

supra spectacles Spectacles in which the lenses are held in position by thin nylon threads attached to the rims. See lens groove; rim.

telescopic spectacles See telescopic lens.



Fig. 518 Half-eye spectacles

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Patient discussion about eyewear.

Q. My myopic son is wearing power glasses. Are there any other nutritional supplements to support eye sight? My myopic son is wearing power glasses from the age of 2 years. His power is not very high yet but the rate of his eye power is doubling every year. Doctor had given him some medicines and had told him to have lots of carrots. We are giving him carrot juice every day. But soon he stopped taking it for some months. But he is having juice now but I wish to know are there any other nutritional supplements to support eye sight?

A. eating carrots can help people who suffers from vitamin A or beta-carotene deficiency. which leads to poor night vision. but that's it. there is no reason to eat tremendous amounts of carrots, there are food supplements that will help you achieve it without becoming orange. anyway, getting too much vitamin A can be toxic. here is a "snopes" about it- <http://www.snopes.com/food/ingredient/carrots.asp>

Q. Is drinking 3 glasses of wine a day, alcoholism? My husband drinks 3 glasses of wine a day. As I am afraid whether he will become an alcoholic like his father. To check him I put my husband in a situation where he can't drink, for example, to a day at a museum and I saw him who starts looking at his watch, getting nervous, scratching, etc. Is it a symptom of alcoholism? Is drinking 3 glasses of wine a day, alcoholism?

A. Hi Terry, if he suffers emotional or physical problems on not having his drink, you can term that as alcoholism and please understand that it does not depend upon the quantity of drink. Rather you can take this way as the NEED to drink. Some people can drink two bottles of wine a day without being alcoholics. So as a conclusion if your husband is drinking 3 glasses of wine a day suffers emotional or physical problems if he does not drink, then yes, alcoholism is likely. http://www.youtube.com/watch?v=1N7vgCzTPc0&url=http://www.imedix.com/health_community/1N7vgCzTPc0_red_wine_benefits?q=drinks%20wine&feature=player_embedded

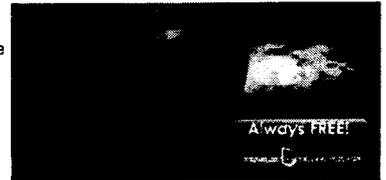
Q. My sister's son has broken my computer monitor and has thrown a heavy toy at glass-cased book shelf. My sister's son has broken my computer monitor and has thrown a heavy toy at glass-cased book shelf. He is constantly tearing books and scribbling on the walls and we cannot control him. We have to keep an eye on him all the time. Since we live together this is causing a lot of friction in my sister, my brother-in-law and me. We tried sending him to child care centers as we all go to work, but he is very violent and destructive at these places too. Please advice.

A. You need to understand that he is a special child and needs care and also patience from the family members. You have to take care that if he is taking his medicines. You also need to look if he is not having any other problem which may be disturbing him. Try to find them as it may reduce his destructive behavior. You must consult with his doctor. http://www.youtube.com/watch?v=8E-M1UW0x1B&url=http://www.imedix.com/health_community/8E-M1UW0x1B_tell_child_adhd_interact?q=adhd&feature=player_embedded

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