

01-23-2003

Docket No.:

31273-US



102344332

Tab settings

To the Honorable Commissioner of Patents and Trademarks, attached original documents or copy thereof.

1. Name of conveying party(ies):

**Bushnell Corporation**

- Individual(s)
- General Partnership
- Corporation-State **Delaware**
- Other

- Association
- Limited Partnership

Additional names(s) of conveying party(ies)  Yes  No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: **January 13, 2003**

2. Name and address of receiving party(ies):

Name: **Bushnell Performance Optics**

Internal Address:

Street Address: **9200 Cody**

City: **Overland Park** State: **KS** ZIP: **66214**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State **Delaware**
- Other

If assignee is not domiciled in the United States, a domestic designation is  Yes  No  
(Designations must be a separate document from Additional name(s) & address(es)  Yes  No

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

**2,628,525**

Additional numbers  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **Hovey Williams LLP**

Internal Address:

Street Address: **2405 Grand Boulevard, Suite 400**

City: **Kansas City** State: **MO** ZIP: **64108**

6. Total number of applications and registrations involved:.....

**1**

7. Total fee (37 CFR 3.41):.....\$ **40.00**

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

01/22/2003 6TDM11 00000183 2628525

01 FC:8521 40.00 OP

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

**Thomas B. Luebbering**

Name of Person Signing

Signature

**January 14, 2003**

Date

Total number of pages including cover sheet, attachments, and

**TRADEMARK**

REEL: 002654 FRAME: 0455

ASSIGNMENT

WHEREAS, BUSHNELL CORPORATION, a Delaware corporation, having its principal place of business at 9200 Cody, Overland Park, KS 66214, has adopted, used and is using the mark CRITERION, which is registered in the United States Patent and Trademark Office as Registration No. 2,628,525; and

WHEREAS, BUSHNELL PERFORMANCE OPTICS, a Delaware corporation, having its principal place of business at 9200 Cody, Overland Park, KS 66214, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said BUSHNELL CORPORATION does hereby assign unto the said BUSHNELL PERFORMANCE OPTICS all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above identified registration thereof together with the right to sue for and collect on all claims for damages by reason of past infringement of said mark.

BUSHNELL CORPORATION

By *Philip J. Gyri*  
Philip J. Gyri, Vice President of Marketing

Subscribed and sworn to before me this 13<sup>th</sup> day of January, 2003.

*Melina Espree Reno*  
Notary Public

My Commission Expires:  
\_\_\_\_\_  
(SEAL)

