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01-29-2003



Docket No.:

31027

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To the Honorable Commissioner of Patents and

102350469

original documents or copy thereof.

1. Name of conveying party(ies): 1-10-03

Serengeti Eyewear, Inc.  
815 25th Court East  
Sarasota, Florida 34243

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State New York  
☐ Other

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

3. Nature of conveyance:

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

Execution Date: December 20, 2002

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

Name: Bushnell Performance Optics

Internal Address: \_\_\_\_\_

Street Address: 9200 Cody

City: Overland Park State: KS ZIP: 66210

- ☐ 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)

7/461,079

B. Trademark Registration No.(s)

Additional numbers ☐ Yes ☒ No

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

Name: Thomas B. Luebbering, Reg. No. 37,874

Internal Address: Suite 400

Street Address: 2405 Grand Boulevard

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:

19-0522

01/28/2003 DBYRME 00000057 75461079

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40.00 DP

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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, Reg. No. 37,874

Name of Person Signing

Signature

January 7, 2003

Date

Total number of pages including cover sheet, attachments, and

TRADEMARK

REEL: 002660 FRAME: 0707

ASSIGNMENT

WHEREAS, SERENGETI EYEWEAR, INC., a corporation of New York, having its principal place of business at 815 25<sup>th</sup> Court East, Sarasota, FL 34243, has adopted, used and is using the mark MARINE VISION SYSTEMS, for which a trademark application was filed in the United States Patent and Trademark Office on April 2, 1998, and is identified as Serial No. 75/461,079; and

WHEREAS, BUSHNELL PERFORMANCE OPTICS, a corporation of the State of Delaware, having its principal place of business at 9200 Cody, Overland Park, KS 66214, is desirous of acquiring said mark, the above-identified trademark application and any registration which may issue therefrom;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said SERENGETI EYEWEAR, INC. does hereby assign unto the said BUSHNELL PERFORMANCE OPTICS all right, title and interest in and to the said mark, the above-identified trademark application, and any registration which may issue therefrom, together with the good will of the business symbolized by the mark, together with the right to sue for and collect on all claims for damages by reason of past infringement of said mark.

SERENGETI EYEWEAR, INC.

By

Philip J. Gyom  
Philip J. Gyom, Vice President of Marketing

Subscribed and sworn to before me this 20<sup>th</sup> day of December, 2002.

Melina Espree Reno  
Notary Public

My Commission Expires:

12-13-2005  
(SEAL)

