

03-05-2003

Docket No.:

31149-US

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To the Honorable Commissioner of Patents and

102381381

original documents or copy thereof.

1. Name of conveying party(ies):

Serengeti Eyewear, Inc.

3-4-03

- ☐ 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: February 17, 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 ☐ N

(Designations must be a separate document from

Additional name(s) & address(es) ☐ Yes ☐ N

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,648,393

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:

19-0522

03/05/2003 BTOM11 00000021 2648393

01 FC:8521

40.00 DP

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

2/26/2003

Date

Total number of pages including cover sheet, attachments, and

TRADE MARK

REEL: 002683 FRAME: 0220

ASSIGNMENT

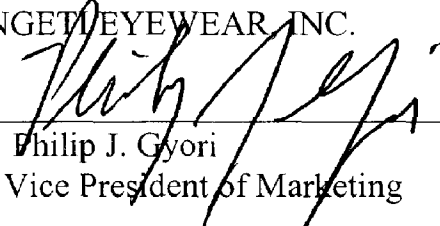
WHEREAS, SERENGETI EYEWEAR, INC., a corporation of New York, having its principal place of business at 9200 Cody, Overland Park, KS 66214, has adopted, used and is using the mark FOR WHEREVER THE ROAD TAKES YOU which is registered in the United States Patent and Trademark Office as Registration No. 2,648,393; 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 and the registration thereof;


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, 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.

SERENGETI EYEWEAR, INC.

By


Philip J. Gyori
Vice President of Marketing

Subscribed and sworn to before me this 17th day of February, 2003.


Notary Public

My Commission Expires:

12-13-05
(SEAL)

