

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Serengeti Eyewear, Inc.		10/29/2003	CORPORATION:
RECEIVING PARTY DATA			
Name:	Bushnell Performance Optics		
Street Address:	9200 Cody		
City:	Overland Park		
State/Country:	KANSAS		
Postal Code:	66214		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75384739	S	
CORRESPONDENCE DATA			
Fax Number:	(816)474-9057		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	vbs@hoveywilliams.com		
Correspondent Name:	Michael Elbein, Esq.		
Address Line 1:	2405 Grand Blvd., Suite 400		
Address Line 2:	1252.002; Dkt. #31034		
Address Line 4:	Kansas City, MISSOURI 64108		
ATTORNEY DOCKET NUMBER:	1252.002; DKT. #31034		
NAME OF SUBMITTER:	Michael Elbein		
Total Attachments: 1 source=Assignment#page1.tif			

CH 75384739 \$40.00

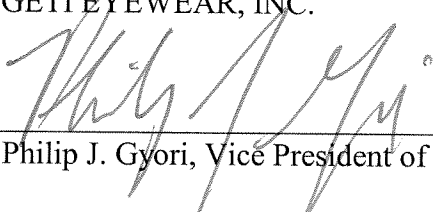
ASSIGNMENT

WHEREAS, SERENGETI EYEWEAR, INC., a corporation of New York, having its principal place of business at 8125 25th Court Street East, Sarasota, FL 34243, has adopted, used and is using the mark S Stylized, for which an application to register is pending in the United States Patent and Trademark Office as Serial No. 75/384,739; and

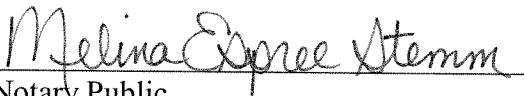
WHEREAS, BUSHNELL PERFORMANCE OPTICS, a corporation of the State of Delaware, having its principal place of business at 9200 Cody, Overland Park, KS 66214, is desirous of acquiring said mark and the application thereof;

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 application 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 29th day of October, 2003.


Notary Public

My Commission Expires:

12-13-05
(SEAL)

