

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bushnell Performance Optics		12/22/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Bushnell Performance Optics Europe
Street Address:	4 rue Diderot
City:	Suresnes
State/Country:	FRANCE
Postal Code:	92150
Entity Type:	CORPORATION: FRANCE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	78332906	BOLLÉ

CORRESPONDENCE DATA	
Fax Number:	(816)474-9057
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	816-474-9050
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:	1253.280; DKT. #34548
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DOMESTIC REPRESENTATIVE	
Name:	Michael Elbein, Esq.
Address Line 1:	Hovey Williams LLP
Address Line 2:	2405 Grand Blvd., Suite 400
Address Line 4:	Kansas City, MISSOURI 64108

CH \$40.00 78332906

NAME OF SUBMITTER:

Michael Elbein

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

WHEREAS Bushnell Performance Optics, having a principal place of business at 9200 Cody, Overland Park, Kansas 66214, has adopted, used and/or applied to register in the United States Patent and Trademark Office the following trademark:

MARK
BOLLÉ

SERIAL NUMBER
78/332906

FILING DATE
November 25, 2003

and WHEREAS, Bushnell Performance Optics Europe, a corporation of France having a principal place of business at 4 rue Diderot, 92150 Suresnes, France, desires the assignment of the above-referenced mark and application

NOW THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, Bushnell Performance Optics, hereby assigns to Bushnell Performance Optics Europe all right, title and interest in and to the above-noted trademarks and trademark registration applications therefor, together with the goodwill of the business symbolized by the trademarks and the applications for registration therefor, including claims for damages by reason of past infringement of said marks, with the right to sue and collect therefor.

BUSHNELL PERFORMANCE OPTICS

By: 
Philip Gyori
Vice President of Marketing

Date: Dec 22, 2003