

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bushnell Corporation		01/16/2004	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bushnell Performance Optics		
<b>Street Address:</b>	9200 Cody		
<b>City:</b>	Overland Park		
<b>State/Country:</b>	KANSAS		
<b>Postal Code:</b>	66214		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1843540	NATUREVIEW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(816)474-9057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	tbuckallew@hoveywilliams.com		
<b>Correspondent Name:</b>	Thomas B. Luebbering		
<b>Address Line 1:</b>	2405 Grand Boulevard, Suite 400		
<b>Address Line 2:</b>	Dkt. 31240		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64108		
<b>ATTORNEY DOCKET NUMBER:</b>	31240; 1254.055		
<b>NAME OF SUBMITTER:</b>	Thomas B. Luebbering		
<b>Total Attachments: 1</b> source=Assignment#page1.tif			

CH \$40.00 1843540

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 NATUREVIEW, which is registered in the United States Patent and Trademark Office as Registration No. 1,843,540; 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. Gyori*  
Philip J. Gyori, Vice President of Marketing

Subscribed and sworn to before me this 16<sup>th</sup> day of January, 2004.

*Melina Espree Stemm*  
Notary Public

My Commission Expires:

12-13-05  
(SEAL)

