

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 |
|---------------------|----------|----------------|-----------------------|
| Bolle America, Inc. | | 01/16/2004 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-----------------|-----------------------------|
| Name: | Bushnell Performance Optics |
| Street Address: | 9200 Cody |
| City: | Overland Park |
| State/Country: | KANSAS |
| Postal Code: | 66214 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------------|---------|-------------------------|
| Registration Number: | 2773023 | FOR YOUR OWN PROTECTION |

CORRESPONDENCE DATA

Fax Number: (816)474-9057

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: tbuckallew@hoveywilliams.com

Correspondent Name: Thomas B. Luebbering

Address Line 1: 2405 Grand Boulevard, Suite 400

Address Line 4: Kansas City, MISSOURI 64108

ATTORNEY DOCKET NUMBER:

31759; 1253.050

NAME OF SUBMITTER:

Thomas B. Luebbering

Total Attachments: 1

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CH \$40.00 2773023

ASSIGNMENT

WHEREAS, BOLLÉ AMERICA, INC., a corporation of Delaware, having its principal place of business at 9200 Cody, Overland Park, KS 66214, has adopted, used and is using the mark FOR YOUR OWN PROTECTION which is registered in the United States Patent and Trademark Office as Registration No. 2,773,023; 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 BOLLÉ AMERICA, 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.

BOLLÉ AMERICA, INC.

By


Philip J. Gyorj, Vice President of Marketing

Subscribed and sworn to before me this 16th day of January, 2004.


Notary Public

My Commission Expires:

12-13-05
(SEAL)

