

9122103 REC TF

09-25-2003

Docket No.: 31280



To the Director of the United States Patent and Trademark Office

102558893

original documents or copy thereof.

1. Name of conveying party(ies):

Bushnell Corporation
9200 Cody
Overland Park, KS 66214

- Individual(s)
General Partnership
Corporation-State Delaware
Other

Additional names(s) of conveying party(ies) Yes No

3. Nature of conveyance:

- Assignment
Security Agreement
Other
Merger
Change of Name

Execution Date: August 12, 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
Additional name(s) & address(es)

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

A. Trademark Application No.(s)

B. Trademark Registration No(s)

2,656,962

Additional numbers Yes No

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OPR/FINANCE

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Thomas B. Luebbering

Internal Address: Hovey Williams LLP

Suite 400

Street Address: 2405 Grand Boulevard

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

I hereby certify that this document is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner for Patents, Mail Stop Assignment Registration Service, P.O. Box 1460, Alexandria, VA 22313-1460, on this 17 day of September, 2003. HOVEY WILLIAMS LLP

By: Tommy Buckelless

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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, Reg. No. 37,874

Name of Person Signing

[Signature]

Signature

September 17, 2003

Date

Total number of pages including cover sheet, attachments, and

2

TRADEMARK

REEL: 002829 FRAME: 0985


ASSIGNMENT

WHEREAS, BUSHNELL CORPORATION, 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 3-2-1 LOW LIGHT RETICLE which is registered in the United States Patent and Trademark Office as Registration No. 2,656,962; 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 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, Vice President of Marketing

Subscribed and sworn to before me this 12th day of August, 2003.

Melina Espree Reno
Notary Public

My Commission Expires:

12-13-05
(SEAL)

