

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
Bushnell Corporation		04/28/2004	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:	1666562	SPORTVIEW	
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:	Thomas B. Luebbering		
Address Line 1:	2405 Grand Blvd., Suite 400		
Address Line 4:	Kansas City, MISSOURI 64108		
ATTORNEY DOCKET NUMBER:	1254.119; DKT. 31262		
NAME OF SUBMITTER:	Thomas B. Luebbering		
Total Attachments: 1 source=Assignment#page1.tif			

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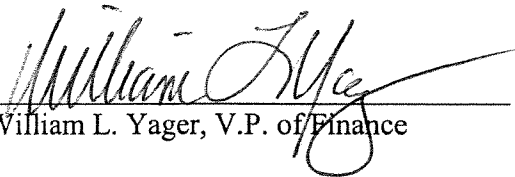
ASSIGNMENT

WHEREAS, **BUSHNELL CORPORATION**, a corporation of the State of Delaware, having its principal place of business at 9200 Cody, Overland Park, Kansas 66214 has adopted, used and is using the mark SPORTVIEW in International Class 9, for which registrations have been issued in the United States Patent and Trademark Office as Registration No. 1,666,562 and in Italy as Registration No. 695088, among other countries; 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 registrations 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 application 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 
William L. Yager, V.P. of Finance

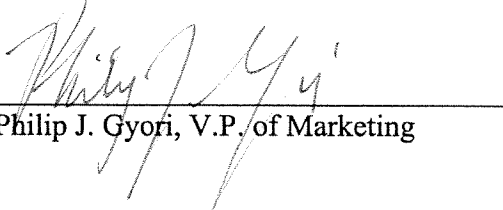
Subscribed and sworn to before me
this 28th day of April, 2004.

Melina Espree Stemm
Notary Public

My Commission Expires: 12-13-05
(SEAL)



BUSHNELL PERFORMANCE OPTICS

By 
Philip J. Gyori, V.P. of Marketing

Subscribed and sworn to before me
this 28th day of April, 2004.

Melina Espree Stemm
Notary Public

My Commission Expires: 12-13-05
(SEAL)

