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Please record the attached original document or copy thereof.

1. Name of Conveying Party(ies):

Bushnell Corporation

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-Delaware
- Other _____

2. Name and address of Receiving Party(ies):

Bushnell Performance Optics
9200 Cody
Overland Park, KS 66214

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-Delaware
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached:
 Yes No

3. Nature of Conveyance:

- Assignment Security Agreement Merger
- License Change of Name Other

Execution Date of Document: December 12, 2003

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

A. Trademark Application No.(s):	B. Registration No.(s):
<u>74/397,553</u>	1,817,840

5. Mail correspondence concerning the document to:

Thomas B. Luebbering
HOVEY WILLIAMS LLP
2405 Grand Boulevard, Suite 400
Kansas City, MO 64108

6. Total Number of Applications and Registrations Involved: 1

7. A check for the total fee (37 CFR 3.41) is enclosed: 40.00

8. Deposit Account Number: 19-0522

9. 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.

Respectfully submitted,

Thomas B. Luebbering, Reg. No. 37,874

12/16/03
Date

Total number of pages, including cover sheet, attachments and documents 3

Encl: Assignment and Check

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OPR/FINANCE

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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 ELITE, which is registered in the United States Patent and Trademark Office as Registration No. 1,817,840; 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. Györi*
Philip J. Györi, Vice President of Marketing

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

Melina Espree Stemm
Notary Public

My Commission Expires:

12-13-05
(SEAL)

