

**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		01/12/2005	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:	1595152	ELITE	
<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>Phone:</b>	800-445-3460		
<b>Email:</b>	vbs@hoveywilliams.com		
<b>Correspondent Name:</b>	Michael Elbein / Hovey Williams LLP		
<b>Address Line 1:</b>	2405 Grand Blvd., Suite 400		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64108		
<b>NAME OF SUBMITTER:</b>	Michael Elbein		
<b>Signature:</b>	/michael elbein/		
<b>Date:</b>	01/18/2005		
<b>Total Attachments: 1</b> source=35787 Executed Assignment#page1.tif			

CH \$40.00 1595152

**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, on its own and/or through authorized users, adopted, used and is using the mark ELITE for binoculars in International Class 9, for a which registration has been issued in the United States Patent and Trademark Office as Registration No. 1,595,152; 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 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**

Dated: \_\_\_\_\_

1/12/05

By \_\_\_\_\_

William L. Yager, V.P. of Finance