

**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		06/07/2005	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>	
<b>Registration Number:</b>	2006681	HOLO SIGHT	
<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>	816-474-9050		
<b>Email:</b>	vbs@hoveywilliams.com		
<b>Correspondent Name:</b>	Michael Elbein		
<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>	06/09/2005		
<b>Total Attachments: 1</b> source=31225 Signed Assignment#page1.tif			

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**ASSIGNMENT**

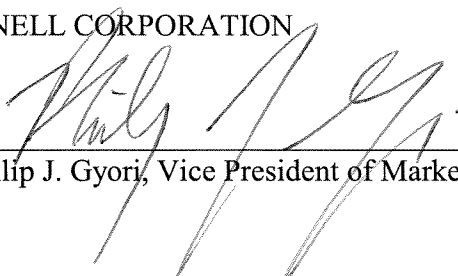
WHEREAS, BUSHNELL CORPORATION, a corporation of Delaware, having its principal place of business at 9200 Cody, Overland Park, Kansas 66214, has adopted, used and is using the mark HOLO SIGHT, for which a registration has issued in the United States Patent and Trademark Office as Registration No. 2,006,681; 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 world wide, 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.

Dated: June 7, 2005

BUSHNELL CORPORATION

By   
Philip J. Gyori, Vice President of Marketing