

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
James S. Feltman, as Assignee for the benefit of creditors of Tasco Worldwide, Inc.		07/17/2002	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:	2341771	SIERRA	
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:	Michael Elbein		
Address Line 1:	2405 Grand Blvd., Suite 400		
Address Line 4:	Kansas City, MISSOURI 64108		
NAME OF SUBMITTER:	Michael Elbein		
Signature:	/michael elbein/		
Date:	06/27/2005		

CH \$40.00 2341771

Total Attachments: 13

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ASSIGNMENT OF U.S. TRADEMARKS

THIS AGREEMENT, effective as of July 10, 2002, is entered into between James S. Feltman, as assignee of the benefit of creditors of Tasco Worldwide, Inc., a Delaware corporation ("Assignor"), and Bushnell Performance Optics, a Delaware corporation ("Buyer"), and memorializes and confirms the transfer of trademark rights pursuant to: "Order Approving Sale of Assets," dated June 28, 2002, in Case No. 02-10495 CACE 09, 17th Circuit, Broward County, Florida, and "Bill of Sale," dated July 1, 2002. Nothing in this document shall supercede such Order and Bill of Sale, expand any representations or warranties contained therein, nor diminish any limitations or disclaimers contained therein. In consideration of the foregoing, and other valuable and lawful consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor does hereby:

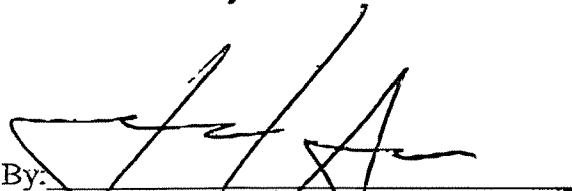
Sell, assign, and transfer to Buyer the Assignor's entire right, title and interest in registered or unregistered U.S. trademarks, service marks, trade dress, logos, trade names, fictitious business names and corporate names (including, without limitation, all brand names, trade style and similar designations of source or origin), and registrations and applications for registration thereof as shown on Schedule A and/or referenced in the Bill of Sale and all rights related thereto, including all good will and any rights or causes of action resulting from any infringement or violation of the foregoing.

With respect to those marks listed on Schedule A hereto and/or referenced in the Bill of Sale and the applications for registration therefor which were filed by the applicant therein based on a bona fide intent to use such marks in commerce under Section 1(c) or 1(d) of the Trademark Law, Assignor does hereby assign to Buyer all of his right, title, and interest in and to those marks, together with all of the Assignor's intellectual property rights in Tasco Worldwide, Inc.'s trade names, fictitious business names, corporate names and brand names, uniquely related to or uniquely

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EXECUTION
EXHIBITION
TRADEMARK

used in connection with products related to that portion of Assignor's business, (as acquired by Assignor) to the extent that the business is ongoing and existing, comprising the design, marketing, manufacture and distribution of rifle scopes, telescopes and binoculars.

IN WITNESS WHEREOF, this Assignment of Trademarks is duly executed in manner appropriate thereto as of the date first set forth above. To accommodate certain deadlines, the parties agree that a facsimile copy of this Assignment, followed by an original copy to be mailed, shall be considered as duly executed.

By: 
James S. Feltman, as assignee for
the benefit of creditors of Tasco
Worldwide, Inc., a Delaware
corporation

BUSHNELL PERFORMANCE OPTICS

By: 
Joseph Messner, CEO

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FAX VERSION
JD 7/17/02

SCHEDULE "A"

U.S. TRADEMARKS AND APPLICATIONS

TRADEMARK	GOODS	COUNTRY	REG/APP. NO.	RENEWAL DUE	OUR REF.
SIERRA & Design	binoculars	U.S.A.	74/546,318	N/A	2.407.94
SIERRA & Design	binoculars	U.S.A.	74/555,734	N/A	2.422.94
SIERRA	binoculars	U.S.A.	2,341,771	April 11, 2010	2.422A.97
TASCO BANTAM	telescopic shotgun sights	U.S.A.	74/610,779	N/A	2.491 (92.442)
BIG HORN	riflescopes	U.S.A.	74/033,820	N/A	2.701.95
OFFSHORE NEPTUNE	binoculars	U.S.A.	75/069,159	N/A	2.733.96
OFFSHORE TRIDENT	binoculars	U.S.A.	75/069,669	N/A	2.734.96
MILLENNIUM 2000	binoculars	U.S.A.	75/149,063	N/A	2.824.96
GALAXSEE & Design	telescopes	U.S.A.	75/205,845	N/A	2.888.96
LASERSITE	laser range finder devices	U.S.A.	75/236,472	N/A	2.937.96
NIGHTTECH	optical night vision monoculars, binoculars and telescopic gun sights and cases for same	U.S.A.	75/266,372	N/A	2.964.97
UP-CLOSE	retail stores featuring binoculars, telescopes, night vision scopes, non-prescription glasses and other optical goods	U.S.A.	75/294,589	N/A	2.013 (92.927)

THE NATURALIST	binoculars	U.S.A.	N/A	N/A	N/A	2.141.97
NATURE WATCH	binoculars	U.S.A.	2,322,216	February 22, 2010	February 22, 2010	2.142.97
OPTIMA	sighting devices for pistols	U.S.A.	2,487,900	September 11, 2011	September 11, 2011	92.825.01
OPTIMA 2000	sighting devices for pistols	U.S.A.	2,322,233	February 22, 2010	February 22, 2010	2.164.97
DOUBLE P & Design	optics products	U.S.A.	75/429,087	N/A	N/A	92.335.00
OFFICIAL BINOCULAR OF THE NEW	binoculars	U.S.A.	75/462,291	N/A	N/A	2.270.98
OFFICIAL BINOCULAR OF THE NEW	binoculars	U.S.A.	75/496,788	N/A	N/A	2.270A.98
AWG ALL WEATHER GRIP & Design	binoculars	U.S.A.	75/473,586	N/A	N/A	92.142.99
SHUTTLE SCOPE & Design	microscopes	U.S.A.	75/473,585	N/A	N/A	2.304
RARE BIRD COLLECTION	binoculars	U.S.A.	75/496,787	N/A	N/A	2.314.98
PACIFICA	binoculars	U.S.A.	75/499,240	N/A	N/A	2.315.98
PLAINSMAN	telescopic riflescopes	U.S.A.	75/524,283	N/A	N/A	2.351.98
SOLINI	binoculars and sunglasses	U.S.A.	2,346,676	May 2, 2010	May 2, 2010	92.342.00



PRO4	binoculars and shooting glasses	U.S.A.	2,344,797	April 25, 2010	92,343.00
WORLD CLASS	riflescopes and binoculars	U.S.A.	75/572,456	N/A	2,391.98
TAKING YOU WHERE YOU'VE NEVER BEEN	telescopes and binoculars	U.S.A.	75/556,012	N/A	2,421.98
TASCO WORLDWIDE	optics products	U.S.A.	N/A	N/A	2,428.98
RARE BIRD	binoculars and spotting scopes	U.S.A.	2,358,651	June 13, 2010	92,373.00
COOL FX	binoculars	U.S.A.	2,398,599	October 24, 2010	92,509.00
RED DOT MINIMAG	optics products	U.S.A.	N/A	N/A	2,509.98
ENDEAVOR	telescopes	U.S.A.	N/A	N/A	2,534.99
NOW YOU SEE	optics products	U.S.A.	N/A	N/A	2,546.99
PRO-SHOT & Design	telescopic gunsights for rifles and shotguns	U.S.A.	2,091,659	August 26, 2007	2,477 (92.591)
OFFSHORE	binoculars	U.S.A.	2,017,162	November 19, 2006	2,573 (92.488)
SHOOT OUT	arranging & conducting trade show exhibitions in field firearms and accessories	U.S.A.	2,018,862	November 26, 2006	2,579 (92.487)
FUTURA	binoculars	U.S.A.	1,984,032	July 2, 2006	8,587.01
TASCO TOOLS OF DISCOVERY & Design	microscopes, telescopes	U.S.A.	2,082,254	July 22, 2007	2,684
MAG IV	telescopic sights for firearms	U.S.A.	2,166,872	June 23, 2008	2,807.96

NIGHT WATCH	binoculars, minoculars, and rifle scopes	U.S.A.	2,159,685	May 19, 2008	2.877 (92.792)
TASCO LASER POINT	telescopic sights	U.S.A.	1,643,412	May 7, 2001	8.237.97
TASCO TITAN AND DESIGN	telescopes, binoculars, telescopic sights for firearms	U.S.A.	1,650,663	July 16, 2011	8.560.01
GOLDEN ANTLER	telescopic sights for firearms; optical equipment; namely, binoculars, telescopes, magnifying glasses, microscopes, sunglasses, cameras & rangefinders	U.S.A.	1,684,812	April 28, 2002	8.246.97
MISCELLANEOUS DESIGN (Antelope Design)	telescopes, telescopic sights for firearms	U.S.A.	1,655,417	September 3, 2001	8.247.97
MISCELLANEOUS DESIGN (Deer Silhouette)	telescopes, telescopic sights for firearms	U.S.A.	1,655,418	September 3, 2011	8.248.97
TASCO	microscopes, microscope kits including dissecting sets, binoculars, opera glasses, telescopes, tripods, carrying cases therefor	U.S.A.	836,276	October 3, 2007	
TASCO	illuminating devices for optical instruments including microscopes, telescopes, electrical clock drives for telescopes, parts therefor	U.S.A.	855,028	August 20, 2008	
TASCO ZIP	binoculars	U.S.A.	1,539,143	May 16, 2009	
OPTI-CENTERED	reticles for telescopic sights	U.S.A.	1,469,706	December 16, 2007	
TASCO SPECTRA-VIEW	microscopes	U.S.A.	1,328,265	April 2, 2005	



BINO COLORS	opera glasses, telescopes, binoculars	U.S.A.	1,472,951	January 19, 2008
TASCO LUMI-RING	dark field illuminating apparatus for microscopes	U.S.A.	1,328,268	April 2, 2005
TASCO	educational dissecting kit	U.S.A.	705,965	October 22, 2008
PROPOINT	optical sights	U.S.A.	1,524,303	February 14, 2009
PROPOINT (Stylized)	optical sights	U.S.A.	1,479,435	March 8, 2008
EZSIGHT	telescopic sights for firearms	U.S.A.	1,877,439	February 7, 2005
THE TASCO TIMES	newsletter containing articles written about Tasco Sales, Inc. and its products	U.S.A.	1,521,781	January 24 2009
TASCO & Design	educational dissecting kit consisting of a scissors, scalpel, probe, pincer, magnifying glass	U.S.A.	836,111	January 7, 2009
TASCO IMPERIAL & Design	microscopes, microscope kits, including dissecting sets, binoculars, opera glasses, telescopes, tripods, carrying cases therefor	U.S.A.	705,966	October 18, 2000
LUMINA	binoculars	U.S.A.	1,928,643	October 17, 2005
SONOMA	binoculars	U.S.A.	1,920,782	September 19, 2005
INFOCUS	telescopes and binoculars	U.S.A.	1,577,460	January 16, 2010
TASCO INFOCUS	binoculars	U.S.A.	1,595,015	N/A
TASCO PRONGHORN & Design	telescopes and telescopic gun sights	U.S.A.	1,773,494	May 25, 2003



SILVER ANTLER	binoculars, microscopes, telescopic sights for firearms	U.S.A.	1,730,770	November 10, 2002	
TASCO	educational dissecting kit consisting of scissors, scalpel, probe, pincer, magnifying glass	U.S.A.	858,918	October 22, 2008	
TASCO	sunglasses, sportsman's safety goggles	U.S.A.	1,518,737	January 3, 2009	
RUBICORN	coated optical lens sold as a component part of a binocular, a telescope, or a telescopic sight for a firearm	U.S.A.	1,960,825	March 5, 2006	
HIGH COUNTRY	binoculars	U.S.A.	1,949,491	January 16, 2006	
ACCUDOT	optical gun sights	U.S.A.	1,963,521	March 19, 2006	
TASCO EYE MAX & Design	optics products	U.S.A.	76/032,435	N/A	2,722.99
TASCO BASIX	optics products	U.S.A.	76/032,436	N/A	92,697.01
LUMINOVA	optics products	U.S.A.	76/033,083	N/A	2,797.99
STARGUIDE	telescopes	U.S.A.	76/024,305	N/A	2,869.00
MISCELLANEOUS DESIGN (Varmint Logo)	telescopes	U.S.A.	2,567,416	41035	2,317.01
S.U.B./SPORT UTILITY BINOCULAR	binoculars	U.S.A.	N/A	N/A	92,426.00
BIRDWATCHER	optics products	U.S.A.	75/891,207	N/A	92,505.00



TECH-DRY AD	liquid chemical additive for masonry products	U.S.A.	76/278,739	N/A	
GLADIATOR	safety hats better known as hard hats for commercial, industrial and general use applications	U.S.A.	76/270,079	N/A	
UMBRELLA LIGHT	lighting fixtures, including lighting fixtures to be attached to outdoor furniture including umbrellas	U.S.A.	76/336,080	N/A	
PLANT BUDDY	retractable plant hangers	U.S.A.	76/306,544	N/A	
NOW YOU SEE	optics products, namely, binoculars, telescopes, microscopes, sighting devices, sun/sport glasses	U.S.A.	75/712,221	N/A	
RED DOT MINIMAG	optics products, namely sights for firearms	U.S.A.	75/630,917	N/A	
TASCO	Retail and wholesale distributorship featuring publications and general media, including compact discs, video tapes, graphic prints, certificates, and printed t-shirts, mugs, and tote bags	U.S.A.	2,445,403	April 24, 2011	
O.K.EYEBY TASCO	optical devices and instruments, namely, field glasses, binoculars, optical lenses, magnifying glasses, microscopes, optical condensers, optical mirrors, telescopes, and theodolites	U.S.A.	75/249,070	N/A	



TELEREADER	peripheral for use in conjunction with various two-way communications and other equipment supplied by the customers, namely an electrical signal converter for image signals and audio signals, for use with computers and video cameras and video displays and printers, and also with elements such as transceivers for communicating the signals to and from remote areas at which corresponding signal converters and associated customer-supplied equipment are located	U.S.A.	1,977,090	May 28, 2006	
ACCUDOT	telescopic sights for firearms	U.S.A.	74/393,911	N/A	
TELEREADER	computer peripheral forming part of a two way facsimile system that receives message text and data from a computer and converts such text and data to audio tones which are transmitted as radio waves by a transceiver to a remote station	U.S.A.	1,947,180	January 9, 2006	
TASCO OMNI	telescopic sights for firearms	U.S.A.	74/372,638	N/A	
GOOD BUY	telephone answering services and services comprising taking orders by telephone	U.S.A.	74/338,300	N/A	
TASCO HD-TV	telescopes and telescopic sights for firearms	U.S.A.	74/182,714	N/A	



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TASCO MAG IV	telescopic sights for firearms	U.S.A.	74/088,821	N/A	
ANTLER	telescopes, telescopic sights for firearms, and binoculars, monoculars, cameras, eyeglasses, and magnifying glasses	U.S.A.	74/049,888	N/A	
SILVER ANTLER	telescopic sights for firearms, optical equipment, namely, binoculars, telescopes, magnifying glasses, microscopes, sunglasses, cameras and rangefinders	U.S.A.	74/029,879	N/A	
DISCOVERY TASCO WORKSHOP	scientific experimental kits for children including all necessary apparatus to conduct the various scientific experiments for which said kits are designed	U.S.A.	74/013,846	N/A	
EVERYONE WHO IS ANYONE HAS TASCO	telephone answering services	U.S.A.	1,626,239	N/A	
WE'VE MADE BINOCULARS AS EASY TO USE AS EYES	binoculars	U.S.A.	1,599,361	N/A	
ROCK BINOC	opera glasses, telescopes and binoculars	U.S.A.	1,467,106	N/A	
WORLD CLASS WIDE ANGLE	binoculars	U.S.A.	73/456,734	N/A	
WORLD CLASS					



ZOOM	binoculars	U.S.A.	73/456,724	N/A	
WORLD CLASS	binoculars, opera glasses	U.S.A.	73/456,542	N/A	
WE BRING THE WORLD CLOSER	binoculars, telescopes, opera glasses, telescopic sights for firearms, and other optical goods	U.S.A.	73/456,538	N/A	
DESIGN ONLY	distributorship services in the field of presite wood, concrete, plastic and metal products for buildings	U.S.A.	1,306,518	N/A	
SWIVEL BAND	hearing protectors to be worn on the person	U.S.A.	1,317,892	N/A	
TASCO	protective safety ear cushions for general industrial use	U.S.A.	1,316,685	January 29, 2005	
TASCO HALLEY'S COMET SERIES	telescopes, binoculars and other optical products	U.S.A.	73/430,782	N/A	
TASCO SUPER LITE	microscopes & other optical scientific apparatus	U.S.A.	73/345,351	N/A	
SOLAIR	prefabricated animal confinement structures	U.S.A.	73/152,550	N/A	
TASCO	prefabricated animal confinement structures	U.S.A.	73/023,718	N/A	
OPTI CENTERED	riflescope	U.S.A.	837,322	N/A	
CLEAR VIEW	metallic shutters,-namely, venetian blinds mounted externally on	U.S.A.	510,225	N/A	





openings of buildings, such as windows, doors and porches