

**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		07/19/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bushnell Inc.		
<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>	2432955	BUSHNELL BIRDING SERIES	
<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>	tmdocketing.herman@hoveywilliams.com		
<b>Correspondent Name:</b>	Joan Optican Herman		
<b>Address Line 1:</b>	2405 Grand Blvd., Suite 400		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64108-2519		
<b>ATTORNEY DOCKET NUMBER:</b>	31527		
<b>NAME OF SUBMITTER:</b>	Joan Optican Herman		
<b>Signature:</b>	/JOH/		
<b>Date:</b>	07/23/2007		

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Total Attachments: 1  
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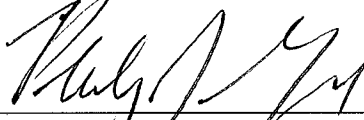
**ASSIGNMENT**

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 BUSHNELL BIRDING SERIES & Design in connection with binoculars and spotting scopes, for which a registration has been issued in the United States Patent and Trademark Office as Registration No.2432955; and

WHEREAS, **BUSHNELL INC.**, 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 INC., 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 

Its: Philip J. Boyer

Dated: July 19, 2007