

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bushnell Corporation		11/17/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	Bushnell Holdings, Inc.		
Street Address:	9200 Cody		
City:	Overland Park		
State/Country:	KANSAS		
Postal Code:	66214		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1497490	PERMA FOCUS 2000	
CORRESPONDENCE DATA			
Fax Number:	(816)474-9057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	tmdocketing.elbein@hoveywilliams.com		
Correspondent Name:	Michael Elbein		
Address Line 1:	2405 Grand Boulevard, Suite 400		
Address Line 4:	Kansas City, MISSOURI 64108		
NAME OF SUBMITTER:	Michael Elbein		
Signature:	/Michael Elbein/		
Date:	08/23/2007		
Total Attachments: 2			
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Delaware

PAGE 1

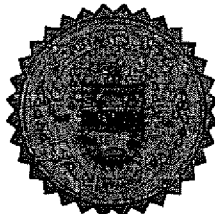
The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "BUSHNELL CORPORATION", CHANGING ITS NAME FROM "BUSHNELL CORPORATION" TO "BUSHNELL HOLDINGS, INC.", FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF NOVEMBER, A.D. 2005, AT 2:35 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

2477475 8100

050939035



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4304836

DATE: 11-17-05

TRADEMARK
REEL: 003607 FRAME: 0415

CERTIFICATE OF AMENDMENT
OF
THE CERTIFICATE OF INCORPORATION
OF
BUSHNELL CORPORATION

It is hereby certified that:

1. The name of the corporation (hereinafter called the "Corporation") is Bushnell Corporation.

2. The Certificate of Incorporation of the Corporation is hereby amended by amending Article I to read as follows:

"The name of the corporation is Bushnell Holdings, Inc."

3. The Amendment of the Certificate of Incorporation herein certified has been duly adopted in accordance with the provisions of Sections 228 and 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Amendment to be executed by its duly authorized officer this 16th day of November, 2005.

BUSHNELL CORPORATION

By: /s/ David Broadbent
Name: David Broadbent
Title: Vice President and Chief Financial Officer

*State of Delaware
Secretary of State
Division of Corporations
Delivered 02:38 PM 11/17/2005
FILED 02:35 PM 11/17/2005
SRV 050939035 - 2477475 FILE*

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