

## 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
Bushnell Holdings, Inc.		05/16/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bushnell Inc.		
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:	1494923	BIKINI	
CORRESPONDENCE DATA			
Fax Number:	(913)647-9057		
<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:	10801 Mastin Boulevard, Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
ATTORNEY DOCKET NUMBER:	31202		
NAME OF SUBMITTER:	Michael Elbein		
Signature:	/Michael Elbein/		
Date:	05/22/2008		
Total Attachments: 1			

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TRADEMARK  
REEL: 003781 FRAME: 0916

CH \$40.00 1494923



### ASSIGNMENT

WHEREAS, BUSHNELL HOLDINGS, INC., 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 BIKINI, for which a registration has been issued in the United States Patent and Trademark Office as Registration No. 1,494,923; and

WHEREAS, BUSHNELL INC., a corporation of the State of Delaware, having its principal place of business at 9200 Cody, Overland Park, Kansas 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 HOLDINGS, INC., 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.

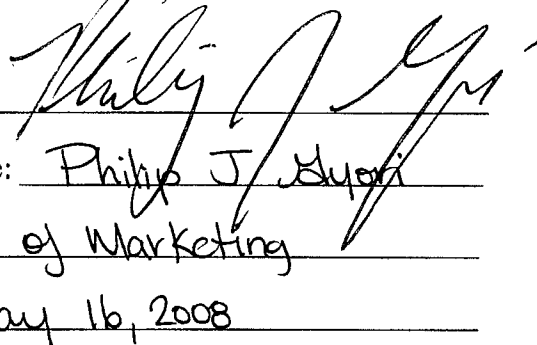
BUSHNELL HOLDINGS, INC.

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

  
Philip J. Guori  
VP of Marketing  
May 16, 2008