

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Serengeti Eyewear, Inc. | | 02/26/2009 | CORPORATION: NEW YORK |
| RECEIVING PARTY DATA | | | |
| Name: | Bushnell Inc. | | |
| Composed Of: | COMPOSED OF corp. organized in DE | | |
| 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: | 2710932 | 555NM | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (913)647-9057 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Phone: | 913-647-9050 | | |
| Email: | vbs@hoveywilliams.com | | |
| Correspondent Name: | Michael Elbein - HOVEY WILLIAMS LLP | | |
| Address Line 1: | 10801 Mastin Blvd., Suite 1000 | | |
| Address Line 2: | 84 Corporate Woods | | |
| Address Line 4: | Overland Park, KANSAS 66210 | | |
| ATTORNEY DOCKET NUMBER: | 1252.006; DKT. 32422 | | |
| NAME OF SUBMITTER: | Michael Elbein | | |
| Signature: | /melbein/ | | |

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TRADEMARK
REEL: 003945 FRAME: 0838

Date:

03/04/2009

Total Attachments: 1

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ASSIGNMENT

WHEREAS, SERENGETI EYEWEAR, INC. ("Assignor"), a corporation duly organized under the laws of the State of New York, having its principal place of business at 9200 Cody, Overland Park 66214, has adopted, used and is using the mark **555nm**, for which a registration has issued in the United States Patent and Trademark Office as Reg. No. 2710932; and

WHEREAS, BUSHNELL INC. ("Assignee"), 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 SERENGETI EYEWEAR, 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 application thereof together with the right to sue for and collect on all claims for damages by reason of past infringement of said mark.

Date: February 26, 2009

SERENGETI EYEWEAR, INC.

By



Name: **Blake A. Lipham**

Its: **President & CFO**