

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
Michaels of Oregon Co.		06/15/2009	CORPORATION: OREGON
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:	2365710	ULTRA	
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:	tmdocketing.elbein@hoveywilliams.com		
Correspondent Name:	Michael Elbein - HOVEY WILLIAMS LLP		
Address Line 1:	10801 Mastin Blvd., Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
ATTORNEY DOCKET NUMBER:	1255.056; DKT. 36811		
NAME OF SUBMITTER:	Michael Elbein		
Signature:	/melbein/		
Date:	07/21/2009		

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TRADEMARK

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REEL: 004028 FRAME: 0023

Total Attachments: 1
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ASSIGNMENT


WHEREAS, MICHAELS OF OREGON CO. ("Assignor"), a corporation duly organized under the laws of the State of Oregon, having its principal place of business at 9200 Cody, Overland Park 66214, has adopted, used and is using the mark ULTRA, for which a registration has issued in the United States Patent and Trademark Office as Reg. No.2,365,710; 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 MICHAELS OF OREGON CO., 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.

Date: June 15, 2009

MICHAELS OF OREGON CO.

By 

Name: Blake A Lipham

Its: President & CFO