

TRADEMARK ASSIGNMENT

Electronic 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
Michaels of Oregon Co.		02/03/2010	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: 5			
Property Type	Number	Word Mark	
Registration Number:	0874972	UNCLE MIKE'S	
Registration Number:	1275064	UNCLE MIKE'S	
Registration Number:	2997904	UNCLE MIKE'S	
Registration Number:	2998066	UNCLE MIKE'S	
Registration Number:	2873843	UNCLE MIKE'S LAW ENFORCEMENT	
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 (VARIOUS) TM ASGMT		

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TRADEMARK
REEL: 004150 FRAME: 0568

NAME OF SUBMITTER:	Michael Elbein
Signature:	/melbein/
Date:	02/17/2010
Total Attachments: 1 source=36812, 14, 16-18 Executed Assignment#page1.tif	

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, KS 66214, has adopted, used and is using the marks listed below and for which registrations have issued in the United States Patent and Trademark Office;

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
UNCLE MIKE'S	0874972	August 19, 1969
UNCLE MIKE'S	1275064	April 24, 1984
UNCLE MIKE'S	2997904	September 20, 2005
UNCLE MIKE'S & Design	2998066	September 20, 2005
UNCLE MIKE'S LAW ENFORCEMENT & Design	2873843	August 17, 2004


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 marks and the registrations 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 marks, together with the good will of the business symbolized by the marks, and the above identified registrations thereof together with the right to sue for and collect on all claims for damages by reason of past infringement of said marks.

Date: Feb 3, 2010

MICHAELS OF OREGON CO.

By 

Name: Blake A Lypham

Its: President & CFO