

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
Pioneer & Co., Inc.		02/12/2010	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Steiner-Optik GmbH		
Street Address:	Dr. Hans-Frisch-Str. 9		
City:	95448 Bayreuth		
State/Country:	GERMANY		
Entity Type:	CORPORATION: GERMANY		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3033548		
Registration Number:	2287970	BIG HORN	
Registration Number:	2870239	MERLIN	
Registration Number:	1569343	MILITARY-MARINE	
Registration Number:	2390529	NIGHTHUNTER	
Registration Number:	2760172	PEREGRINE	
Registration Number:	2851065	PREDATOR	
CORRESPONDENCE DATA			
Fax Number:	(202)756-8087		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-756-8000		
Email:	jdabney@mwe.com,scoury@mwe.com,ksandacz@mwe.com		
Correspondent Name:	John J. Dabney		
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Address Line 2:	600 13th Street, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005-3096		

CH \$190.00 3033548

ATTORNEY DOCKET NUMBER:	81879-021
DOMESTIC REPRESENTATIVE	
Name: John J. Dabney	
Address Line 1: McDermott Will & Emery LLP	
Address Line 2: 600 13th Street, NW	
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005-3096	
NAME OF SUBMITTER:	John J. Dabney
Signature:	/John J. Dabney/
Date:	02/17/2010
Total Attachments: 2 source=Pioneer TM Assignment#page1.tif source=Pioneer TM Assignment#page2.tif	

EXHIBIT B



TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Assignment"), dated February 12, 2010, is entered into between Pioneer & Co., Inc. ("Assignor"), a New Jersey corporation residing at 97 Foster Road, Suite 5, Moorestown, NJ 08057 and Steiner Optik GmbH ("Assignee"), a German corporation with a principal place of business at Dr Hans-Frisch- Str. 9, 95448 Bayreuth, Germany.

Assignor is the listed owner in the United States Patent and Trademark Office for the registrations identified in Schedule A ("Assigned Marks"). In consideration of and in exchange for the sum of ten dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged Assignor assigns to Assignee all rights, title, and interests, including common law rights, in the United States of America, and in all countries and jurisdictions of the world, to the Assigned Marks, together with the goodwill of the business symbolized by the Assigned Marks, and applications and registrations for the Assigned Marks. Upon Assignee's reasonable request, Assignor shall execute and deliver all such other instruments and other documents and carry out all such other actions as may be necessary to establish or perfect Assignee's sole and exclusive right, title, and interest in the Assigned Marks.

By signing below the parties acknowledge that the individuals who have signed on behalf of the parties have done so with the full right, power and authority to bind the respective parties and that the parties are hereby bound.

IN WITNESS WHEREOF, the parties hereto, intending to be legally bound thereby, have executed this Assignment by their duly respective officers as of the date first written above.

<p>PIONEER & CO., INC. ASSIGNOR</p> <p>By: <u></u></p> <p>Name: <u>Wolfgang Harms</u></p> <p>Title: <u>President</u></p> <p>Date: <u>2/12/2010</u></p>	<p>STEINER OPTIK, GmbH ASSIGNEE</p> <p>By: <u></u></p> <p>Name: <u>Robert Eckert</u></p> <p>Title: <u>Managing Director</u></p> <p>Date: <u>02-17-2010</u></p>
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SCHEDULE A

	Trademark	USPTO Registration Number
1	"Steiner Eyes" Design Mark	3,033,548
2	BIG HORN	2,287,970
3	MERLIN	2,870,239
4	MILITARY-MARINE	1,569,343
5	NIGHTHUNTER	2,390,529
6	PEREGRINE	2,760,172
7	PREDATOR	2,851,065

W.K.

[Signature]