

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															
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Name</th> <th style="width: 30%;">Formerly</th> <th style="width: 20%;">Execution Date</th> <th style="width: 20%;">Entity Type</th> </tr> <tr> <td>Michaels of Oregon Co.</td> <td></td> <td>06/21/2010</td> <td>CORPORATION: OREGON</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	Michaels of Oregon Co.		06/21/2010	CORPORATION: OREGON							
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<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Bushnell Inc.</td> </tr> <tr> <td>Composed Of:</td> <td>COMPOSED OF corp. organized in DE</td> </tr> <tr> <td>Street Address:</td> <td>9200 Cody</td> </tr> <tr> <td>City:</td> <td>Overland Park</td> </tr> <tr> <td>State/Country:</td> <td>KANSAS</td> </tr> <tr> <td>Postal Code:</td> <td>66214</td> </tr> <tr> <td>Entity Type:</td> <td>CORPORATION: DELAWARE</td> </tr> </table>	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	
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PROPERTY NUMBERS Total: 1															
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 20%;">Property Type</th> <th style="width: 20%;">Number</th> <th style="width: 60%;">Word Mark</th> </tr> <tr> <td>Registration Number:</td> <td>1615616</td> <td>SWIVELOCK</td> </tr> </table>	Property Type	Number	Word Mark	Registration Number:	1615616	SWIVELOCK									
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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 4: Overland Park, KANSAS 66210															
ATTORNEY DOCKET NUMBER:	1255.052; DKT. 36807														
NAME OF SUBMITTER:	Michael Elbein														
Signature:	/melbein/														
Date:	06/22/2010														

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TRADEMARK
 REEL: 004229 FRAME: 0601

Total Attachments: 1
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ASSIGNMENT

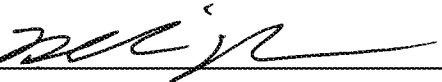
WHEREAS, MICHAELS OF OREGON CO. ("Assignor"), a corporation duly organized under the laws of the State of Oregon, having its principal place of business at 9200 Cody, Overland Park 66214, has adopted, used and is using the mark SWIVELOCK, for which a registration has issued in the United States Patent and Trademark Office as Reg. No.1,615,616; 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 21, 2010

MICHAELS OF OREGON CO.

By 

Name: Blake A Upham

Its: President