

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT																
EFFECTIVE DATE:	08/19/2005																
CONVEYING PARTY DATA																	
<table border="1"><thead><tr><th>Name</th><th>Formerly</th><th>Execution Date</th><th>Entity Type</th></tr></thead><tbody><tr><td>Michaels of Oregon Co.</td><td></td><td>03/28/2011</td><td>CORPORATION: OREGON</td></tr></tbody></table>				Name	Formerly	Execution Date	Entity Type	Michaels of Oregon Co.		03/28/2011	CORPORATION: OREGON						
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<table border="1"><tr><td>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"><thead><tr><th>Property Type</th><th>Number</th><th>Word Mark</th></tr></thead><tbody><tr><td>Registration Number:</td><td>1655508</td><td>HOT LIPS</td></tr></tbody></table>				Property Type	Number	Word Mark	Registration Number:	1655508	HOT LIPS								
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Registration Number:	1655508	HOT LIPS															
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:	1255.024; DKT. 36779																
NAME OF SUBMITTER:	Michael Elbein																
Signature:	/melbein/																
Date:	03/28/2011																
Total Attachments: 1 source=36779 Executed Assignment#page1.tif																	

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TRADEMARK  
REEL: 004507 FRAME: 0497

## 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 mark listed below and for which a registration have issued in the United States Patent and Trademark Office;

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg Date</u>
HOT LIPS	1,655,508	September 3, 1991

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.

Executed nunc pro tunc, August 19, 2005, this 28<sup>th</sup> day of March, 2011, to be effective from said former date.

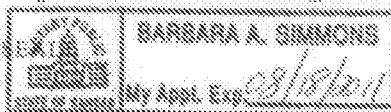
MICHAELS OF OREGON CO.

By Phil Gyori

Name: Phil Gyori

STATE OF KANSAS )  
 )  
COUNTY OF Johnson )

On this 28<sup>th</sup> day of March, 2011, before me, a Notary Public in and for the State and county aforesaid, personally appeared Phil Gyori, to me known and known to me to be the S.V.P. of Marketing of MICHAELS OF OREGON CO. who signed the foregoing Assignment, and he acknowledged the same to be the free act and deed of the assignor.



Barbara A. Simmons  
Notary Public

My Commission Expires: 08/18/11