

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bushnell Corporation		11/16/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bushnell Holdings, 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: 7			
Property Type	Number	Word Mark	
Registration Number:	1606219	SPORT-PAK	
Registration Number:	1163487	BANNER	
Registration Number:	2016004	BANNER	
Registration Number:	1692695	INSTAVISION	
Registration Number:	1673830		
Registration Number:	2453666	NORTH STAR	
Registration Number:	2457089	XTRA-WIDE	
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:	vselman@hoveywilliams.com		
Correspondent Name:	Michael Elbein - HOVEY WILLIAMS LLP		
Address Line 1:	10801 Mastin Blvd., Suite 1000		

CH \$190.00 1606219

900194035

TRADEMARK
 REEL: 004557 FRAME: 0632

Address Line 4: Overland Park, KANSAS 66210	
ATTORNEY DOCKET NUMBER:	1254.000; BCORP NAME CHG
NAME OF SUBMITTER:	Michael Elbein
Signature:	/melbein/
Date:	06/09/2011
Total Attachments: 2 source=Name Change BCorp to BHoldings#page1.tif source=Name Change BCorp to BHoldings#page2.tif	

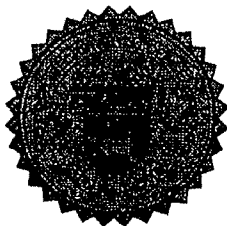
Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "BUSHNELL CORPORATION", CHANGING ITS NAME FROM "BUSHNELL CORPORATION" TO "BUSHNELL HOLDINGS, INC.", FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF NOVEMBER, A.D. 2005, AT 2:35 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.



2477475 8100

050939035

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 4304836

DATE: 11-17-05

TRADEMARK
REEL: 004557 FRAME: 0634

**CERTIFICATE OF AMENDMENT
OF
THE CERTIFICATE OF INCORPORATION
OF
BUSHNELL CORPORATION**

It is hereby certified that:

1. The name of the corporation (hereinafter called the "**Corporation**") is Bushnell Corporation.

2. The Certificate of Incorporation of the Corporation is hereby amended by amending Article I to read as follows:

"The name of the corporation is Bushnell Holdings, Inc."

3. The Amendment of the Certificate of Incorporation herein certified has been duly adopted in accordance with the provisions of Sections 228 and 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Amendment to be executed by its duly authorized officer this 16th day of November, 2005.

BUSHNELL CORPORATION

By: /s/ David Broadbent

Name: David Broadbent

Title: Vice President and Chief Financial Officer

*State of Delaware
Secretary of State
Division of Corporations
Delivered 02:38 PM 11/17/2005
FILED 02:35 PM 11/17/2005
SRV 050939035 - 2477475 FILE*

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