

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
Millett Industries		02/24/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bushnell Inc.		
Street Address:	9200 Cody		
City:	Overland Park		
State/Country:	KANSAS		
Postal Code:	66210		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3562863	ZOOM DOT	
CORRESPONDENCE DATA			
Fax Number:	9136479057		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</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:	5004.002; DKT. 39891		
NAME OF SUBMITTER:	Michael Elbein		
Signature:	/Michael Elbein/		
Date:	02/25/2014		
Total Attachments: 1 source=39891 Executed Assignment#page1.tif			

CH \$40.00 3562863

ASSIGNMENT

WHEREAS, MILLETT INDUSTRIES ("Assignor"), a corporation duly organized under the laws of the State of California, having its principal place of business at 9200 Cody, Overland Park 66214, has adopted, used and is using the mark ZOOM DOT, for which a registration has issued in the United States Patent and Trademark Office as Reg. No.3,562,863; 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 MILLETT INDUSTRIES, 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: 2/24/2014

MILLETT INDUSTRIES

By 

Name: Phil Gyori

Its: V.P. Marketing & Product Development