

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM306077

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
L1 Technologies, Inc.		11/08/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bushnell, Inc.		
Street Address:	9200 Cody		
City:	Overland Park		
State/Country:	KANSAS		
Postal Code:	66214		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77347087	NEO	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; 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		
Address Line 1:	10801 Mastin Boulevard		
Address Line 2:	Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
NAME OF SUBMITTER:	Michael Elbein		
SIGNATURE:	/Michael Elbein/		
DATE SIGNED:	05/30/2014		
Total Attachments: 2			
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ASSIGNMENT

This Agreement is entered into by and between L1 Technologies, Inc. (hereinafter "ASSIGNOR"), a corporation duly organized under the laws of the State of California having an address 591 Camino de la Reina, Suite 200, San Diego, CA 92108-3102; and Bushnell, Inc. (hereinafter "ASSIGNEE"), a corporation duly organized under the laws of the State of Delaware having an address of 9200 Cody, Overland Park, KS 66214.

Whereas, ASSIGNOR, previously adopted and used the mark NEO (hereinafter "the Mark") and registered the Mark as United States Certificate of Trademark Reg. No. 3,627,996 (hereinafter "the Registration");

Whereas, ASSIGNOR transferred all right, title, and interest in the Mark and Registration to ASSIGNEE as part of an October 2008 Asset Purchase Agreement; and

Whereas, ASSIGNEE and ASSIGNOR now desire to execute this Assignment Agreement to formalize the assignment and transfer of the Mark and the Registration.


Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR and ASSIGNEE hereby agree as follows:

1. ASSIGNOR has sold, assigned and transferred, and by these presents does sell, assign and transfer unto ASSIGNEE the full and exclusive right, title and interest, throughout the world, in, to and under the Mark and the Registration, together with the good will of the business symbolized by the Mark and the right to sue for and collect on all claims for damages by reason of past infringement of the Mark or the Registration.

This Agreement is executed this November 8, 2013 day of
, 2013 but the assignment of the Mark and Registration was effective on October 30, 2008.


ASSIGNOR:

L1 Technologies, Inc.


Print: Brian Verdugo 11/8/2013

ASSIGNEE:

Bushnell, Inc.

By 
Phil Gyori