

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM494304

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bushnell Inc.		08/31/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Serengeti Eyewear, Inc.		
Street Address:	111 Eighth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1987935	CEBE	
CORRESPONDENCE DATA			
Fax Number:	9136479057		
<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.herman@hoveywilliams.com		
Correspondent Name:	Joan O. Herman / HOVEY WILLIAMS LLP		
Address Line 1:	10801 Mastin Blvd.		
Address Line 2:	Suite 1000		
Address Line 4:	Overland Park, KANSAS 66210		
ATTORNEY DOCKET NUMBER:	5005.00120		
NAME OF SUBMITTER:	Joan Optican Herman		
SIGNATURE:	/Joan Optican Herman/		
DATE SIGNED:	10/17/2018		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT – U.S.

August 31, 2018

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Bushnell Inc.** (“Assignor”) hereby irrevocably conveys, assigns, and transfers its right, title, and interest in and to the trademarks and service marks, and each of the registrations and applications therefore, identified in Schedule G attached hereto (“Marks”) to **Serengeti Eyewear, Inc.** (“Assignee”), Assignee being the successor to the ongoing and existing business of Assignor to which the Marks pertain. This assignment includes Assignor’s rights of priority; its goodwill of the business symbolized by the Marks; its common law rights and copyright and domain name rights associated with the Marks; its rights to file applications to register such Marks and to obtain, own and renew registrations therefor; the rights to all income, royalties, payments and accounts receivable now or hereafter due and or payable in connection with the Mark; and its rights to sue for and collect on claims for injunctive or monetary relief by reason of past, present, or future infringement of any Marks; all of the foregoing rights exercisable anywhere in the world as permitted by law. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment, and Assignor further agrees to execute all documents that are both necessary and reasonably requested by Assignee to perfect Assignee’s title and attest to Assignee’s goodwill in and to the Marks.

[Signature page follows]

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be duly executed effective as of the date first above written.

ASSIGNOR

BUSHNELL INC.

By: 

Name: Scott D. Chaplin

Title: Vice President & Secretary

Accepted by **ASSIGNEE**

SERENGETI EYEWEAR, INC.

By: 

Name: Scott D. Chaplin

Title: Vice President & Secretary

Schedule G

Trademark	Country	App. No.	Filing Date	Reg. No.	Reg. Date
555nm	USA	76369165	2/11/2002	2710932	4/29/2003
CEBE & design	USA	74567558	8/30/1994	1987935	7/23/1996
DESIGN ONLY (Tripode)	USA	75898024	1/19/2000	2457022	6/5/2001
DRIVERS	USA	74172296	6/3/1991	1702950	7/28/1992
S Stylized	USA	75384739	11/4/1997	2861826	7/13/2004
SEDONA	USA	76369296	2/11/2002	2793764	12/16/2003
SENSOR	USA	87926067	5/17/2018		
SERENGETI	USA	73353095	3/5/1982	1251022	9/13/1983
SERENGETI	USA	75415084	1/8/1998	2547568	3/12/2002
SERENGETI VARIODRIVE THIN DESIGN & Design	USA	85873991	3/12/2013	4428504	11/5/2013
SPECTRAL CONTROL	USA	73726852	5/6/1988	1515259	12/6/1988
THE WORLD'S FINEST DRIVING SUNGLASSES	USA	85715126	8/28/2012	4456732	12/24/2013