

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM492910

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bushnell Inc.		08/31/2018	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Serengeti Eyewear, Inc.		
<b>Street Address:</b>	111 Eighth Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10011		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 12</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2710932	555NM	
<b>Registration Number:</b>	1987935	CEBE	
<b>Registration Number:</b>	2457022		
<b>Registration Number:</b>	1702950	DRIVERS	
<b>Registration Number:</b>	2861826	S	
<b>Registration Number:</b>	2793764	SEDONA	
<b>Serial Number:</b>	87926067	SENSOR	
<b>Registration Number:</b>	1251022	SERENGETI	
<b>Registration Number:</b>	2547568	SERENGETI	
<b>Registration Number:</b>	4428504	S E R E N G E T I VARIODRIVE THIN DESIGN	
<b>Registration Number:</b>	1515259	SPECTRAL CONTROL	
<b>Registration Number:</b>	4456732	THE WORLD'S FINEST DRIVING SUNGLASSES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2125215450		
<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>			
<b>Phone:</b>	212-521-5400		
<b>Email:</b>	NYCIPDocketing@ReedSmith.com		
<b>Correspondent Name:</b>	Anatoliy Rozental		
<b>Address Line 1:</b>	599 Lexington Avenue		

TRADEMARK

<b>Address Line 2:</b>	Reed Smith LLP
<b>Address Line 4:</b>	New York, NEW YORK 10022

<b>NAME OF SUBMITTER:</b>	Anatoliy Rozental
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<b>SIGNATURE:</b>	/Anatoliy Rozental/
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<b>DATE SIGNED:</b>	10/05/2018
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**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