

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS 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>
Michaels of Oregon Co.		06/21/2010	CORPORATION: OREGON
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bushnell Inc.		
<b>Composed Of:</b>	COMPOSED OF corp. organized in DE		
<b>Street Address:</b>	9200 Cody		
<b>City:</b>	Overland Park		
<b>State/Country:</b>	KANSAS		
<b>Postal Code:</b>	66214		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2425833	BORESNAKE	
<b>CORRESPONDENCE DATA</b>			
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:	vbs@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:	1255.006; DKT. 36760		
NAME OF SUBMITTER:	Michael Elbein		
Signature:	/melbein/		
Date:	06/22/2010		

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Total Attachments: 1  
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ASSIGNMENT

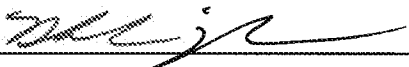
WHEREAS, MICHAELS OF OREGON CO. ("Assignor"), a corporation duly organized under the laws of the State of Oregon, having its principal place of business at 9200 Cody, Overland Park 66214, has adopted, used and is using the mark BORESNAKE, for which a registration has issued in the United States Patent and Trademark Office as Reg. No.2,425,833; 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 MICHAELS OF OREGON CO., 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: June 21, 2010

MICHAELS OF OREGON CO.

By 

Name: Blake A Lipham

Its: President