

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
Bushnell Holdings, Inc.		06/10/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Bushnell Inc.
Composed Of:	COMPOSED OF corp. organized in DE
Street Address:	9200 Cody
City:	Overland Park
State/Country:	KANSAS
Postal Code:	66214
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	1606219	SPORT-PAK
Registration Number:	1163487	BANNER
Registration Number:	2016004	BANNER
Registration Number:	1692695	INSTAVISION
Registration Number:	1673830	
Registration Number:	2453666	NORTH STAR
Registration Number:	2457089	XTRA-WIDE

CORRESPONDENCE DATA

Fax Number: (913)647-9057
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 913-647-9050
 Email: vselvan@hoveywilliams.com
 Correspondent Name: Michael Elbein - HOVEY WILLIAMS LLP
 Address Line 1: 10801 Mastin Blvd., Suite 1000

900194643

**TRADEMARK
 REEL: 004564 FRAME: 0125**

CH \$190.00 1606219

Address Line 4: Overland Park, KANSAS 66210

ATTORNEY DOCKET NUMBER:	1254.000 - TM ASSGMTS BHI
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NAME OF SUBMITTER:	Michael Elbein
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Signature:	/melbein/
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Date:	06/17/2011
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Total Attachments: 1 source=31281 Executed Assignment#page1.tif
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ASSIGNMENT

WHEREAS, BUSHNELL HOLDINGS, INC. ("Assignor"), a corporation duly organized under the laws of the State of Delaware, having its principal place of business at 9200 Cody, Overland Park, KS 66214, has adopted, used and is using the marks listed below and for which registrations have issued in the United States Patent and Trademark Office;

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg Date</u>
SPORT-PAK	1606219	July 17, 1990
BANNER	1163487	August 4, 1981
BANNER	2016004	November 12, 1996
INSTAVISION	1692695	June 9, 1992
MISC. DESIGN (Antler)	1673830	January 28, 1992
NORTH STAR	2453666	May 22, 2001
XTRA-WIDE	2457089	June 5, 2001

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 marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said BUSHNELL HOLDINGS, INC., does hereby assign unto the said BUSHNELL INC., all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the above identified registrations thereof together with the right to sue for and collect on all claims for damages by reason of past infringement of said marks.

Date: June 10, 2011

BUSHNELL HOLDINGS INC.

By: [Signature]

Name: Philip G. Gori

Its: Executive V.P. of Marketing