

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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.		02/03/2010	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: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2197160	HOPPE'S	
<b>Registration Number:</b>	3053614	HOPPE'S	
<b>Registration Number:</b>	2258433	HOPPE'S BENCH REST 9	
<b>Registration Number:</b>	2890462	HOPPE'S ELITE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(913)647-9057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	913-647-9050		
<b>Email:</b>	tmdocketing.elbein@hoveywilliams.com		
<b>Correspondent Name:</b>	Michael Elbein - HOVEY WILLIAMS LLP		
<b>Address Line 1:</b>	10801 Mastin Blvd., Suite 1000		
<b>Address Line 4:</b>	Overland Park, KANSAS 66210		
<b>ATTORNEY DOCKET NUMBER:</b>	1255 (VARIOUS) ASSGMTS.		
<b>NAME OF SUBMITTER:</b>	Michael Elbein		

**CH \$115.00 2197160**

**900154939**

**TRADEMARK**  
**REEL: 004150 FRAME: 0689**

Signature:	/melbein/
Date:	02/17/2010
Total Attachments: 1 source=36772,3,6,7 Executed Assignment#page1.tif	

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, 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>
HOPPE'S	2197160	October 20, 1998
HOPPE'S	3053614	January 31, 2006
HOPPE'S BENCH REST 9	2258433	July 6, 1999
HOPPE'S ELITE	2890462	September 28, 2004

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 MICHAELS OF OREGON CO., 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: Feb 3, 2010

MICHAELS OF OREGON CO.

By 

Name: Blake A Upham

Its: President + CFO