

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	08/19/2005		
<b>CONVEYING PARTY DATA</b>			
	<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>
	Michaels of Oregon Co.		04/14/2010
			<b>Entity Type</b>
			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: 2</b>			
	<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
	Registration Number:	2995302	BUTLER CREEK
	Registration Number:	1673345	BUTLER CREEK
<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>	vbs@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>	1255.006; 1255.007		
<b>NAME OF SUBMITTER:</b>	Michael Elbein		

CH \$65.00 2995302

**900159657**

**TRADEMARK  
 REEL: 004185 FRAME: 0753**

Signature:	/melbein/
Date:	04/14/2010
Total Attachments: 1 source=36761-36762 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>
BUTLER CREEK	2995302	September 13, 2005
BUTLER CREEK	1673345	January 28, 1992

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.

Executed nunc pro tunc, August 19, 2005, this 14th day of April, 2010, to be effective from said former date.

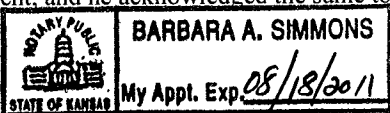
MICHAELS OF OREGON CO.

By *[Signature]*

Name: Blake A Lipham

STATE OF KANSAS )  
 )SS.  
COUNTY OF JOHNSON )

On this 14<sup>th</sup> day of APRIL, 2010, before me, a Notary Public in and for the State and county aforesaid, personally appeared BLAKE A. LIPHAM, to me known and known to me to be the PRESIDENT of MICHAELS OF OREGON CO. who signed the foregoing Assignment, and he acknowledged the same to be the free act and deed of the assignor.

(SEAL) 

*[Signature]*  
Notary Public

My Commission Expires: 08/18/2011