

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.		06/24/2010	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: 3			
Property Type	Number	Word Mark	
Registration Number:	2440759	SPACEMASTER	
Registration Number:	2440760	NATUREVIEW	
Registration Number:	2382141	DUSK & DAWN	
CORRESPONDENCE DATA			
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:	DKTS 31274, 31277, 31212		
NAME OF SUBMITTER:	Michael Elbein		

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**TRADEMARK
 REEL: 004235 FRAME: 0194**

Signature:	/melbein/
Date:	07/01/2010
Total Attachments: 1 source=31277-31274-31212 Executed Assignment#page1.tif	

ASSIGNMENT


WHEREAS, BUSHNELL HOLDINGS, INC., a corporation of the State of Delaware, having its principal place of business at 9200 Cody, Overland Park, Kansas 66214, has adopted, used and is using the marks noted below, for which registrations have been issued in the United States Patent and Trademark Office as follows:

MARK	REG.NO.
SPACEMASTER	2,440,759
NATURE VIEW	2,440,760
DUSK & DAWN	2,382,141

WHEREAS, BUSHNELL INC., a corporation of the State of Delaware, having its principal place of business at 9200 Cody, Overland Park, Kansas 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.

BUSHNELL HOLDINGS, INC.

By: 

Printed Name: Blake A Lipham

Title: President

Date: June 24, 2010