

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 Outdoor Products SAS		03/27/2013	CORPORATION: FRANCE
RECEIVING PARTY DATA			
Name:	Bushnell Inc.		
Street Address:	9200 Cody		
City:	Overland Park		
State/Country:	KANSAS		
Postal Code:	66214		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2662916	BOLLÉ	
CORRESPONDENCE DATA			
Fax Number:	9136479057		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	9136479050		
Email:	tmdocketing.elbein@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:	1253.107; DKT 32392		
NAME OF SUBMITTER:	Michael Elbein		
Signature:	/Michael Elbein/		
Date:	04/01/2013		
Total Attachments: 1 source=32392 Executed Asgmt to Bushnell Inc#page1.tif			

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ASSIGNMENT

WHEREAS, BUSHNELL OUTDOOR PRODUCTS SAS ("Assignor"), a corporation duly organized under the laws of France, having its principal place of business at 4, Rue Diderot, Suresnes, France 92150, has adopted, used and is using the mark listed below and for which a registration has issued in the United States Patent and Trademark Office;

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
BOLLÉ	2,662,916	December 17, 2002

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 BUSHNELL OUTDOOR PRODUCTS SAS, 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.

Executed this 27th day of March, 2013, to be effective from said former date.

BUSHNELL OUTDOOR PRODUCTS SAS

By 
Name: Olivier Claravino
Title: President