UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

DBR FINANCE, INC.,
Petitioner,

v.

RUGGED CROSS HUNTING BLINDS, LLC,
Patent Owner

Case IPR 2024-00291
Patent 11,399,535
Issue Date: August 2, 2022

Title: CAMOUFLAGE MATERIAL, FOR A HUNTING BLIND

DECLARATION OF JASON HARRIS IN OPPOSITION TO PETITION FOR *INTER PARTES* REVIEW OF U.S. PATENT NO. 11,399,535

DECLARATION OF MR. JASON HARRIS

1. My name is Jason Harris, and I am over the age of majority and competent to make this declaration based on my personal and professional knowledge. I have not been retained by the Patent Owner, Rugged Cross Hunting Blinds, LLC. ("RCHB") to provide this declaration. I am not being compensated for this declaration. I am making this declaration in support of RCHB'S response in Opposition to Petitioner's, DBR Inc.'s, Petition for Inter Partes Review of U.S. Patent 11,399,535.

My Background and Work Experience

2. I have been the Director of Marketing and Product Management at Primos Hunting ("Primos") since April 2020. Prior to that, I have held other sales and product management positions with Primos since 2012. Primos is a brand owned by Bushnell Holdings, Inc., which is a wholly-owned subsidiary of Vista Outdoor Inc. ("Vista"). Vista is one of the largest suppliers to the outdoor recreational industry, and designs, manufactures markets and sells outdoors sports and recreation products, including shooting sports and outdoor products throughout the world. Vista is a publicly traded company that owns several subsidiaries, including Bushnell Holdings, Inc.

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3. As a Director of Marketing and Product Management for Primos, one of my responsibilities is to oversee the design and development of new products to be introduced under the Primos brand. This involves my oversight typically from conception to commercialization of new products.

4. I have been employed at Primos since 2012. In my tenure, I have served as Product Manager for the Primos brand; Senior Product Line Manager for Primos, Gold Tip, B Stinger, and Final Approach brands; and Director of Sales for the Primos, Gold Tip, and B Stinger brands.

5. The products sold under the Primos Hunting brand include, for example, game calls such as turkey calls, predator calls, deer calls, elk calls and waterfowl calls. In addition, the Primos brand also includes hub-style ground hunting blinds (also known as "pop-up" blinds) sold under both the Primos Hunting and Double Bull brand names.

6. Since I have been employed with Primos, I have managed or participated in dozens of product development projects or new product development and introductions. The different types of products included the pop-up hunting blinds, hunting blind accessories, game calls, decoys, shooting supports, arrows, archery accessories, misc. hunting accessories.

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7. I have been involved with product management of the hub style blinds hunting blinds for Primos in some way for 12 years either as primary developer, leader of product development team, or overseeing the commercialization process. The Primos hub-style ground blinds for which I am involved as a product manager include the Double Bull blinds, Double Bull SurroundView (also referred to as "SurroundView") and Full Frontal hub-style blinds. Both the Double Bull SurroundView and Full Frontal blinds are hub-style blinds that include panels of one-way see-through mesh material.

8. I haves spent the majority of my professional career developing, selling, and/or marketing hunting and shooting products for the outdoor industry. My career started in 2000 prior to graduating college working for an archery accessory manufacturer, R&R Enterprises, six plus years prior to moving on to Easton Technical Products to lead their product management program for the archery division. I later joined the Bushnell Holdings organization in 2012 to lead the product development team for the Primos Brand. That role would later lead me to key senior positions within the company including Senior Product Manager, Director of Sales, and Director of Marketing and Product Development.

9. In addition to my professional experience with product management and sales of products in the outdoor industry since 2000, I have been an avid hunter

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since the age of 10. More specifically, I have hunted for deer, elk, turkey and other small game using primarily rifles, shot guns and bows (archery). I have also used various hunting camouflage techniques such as hunting from camouflaged ground hunting blinds.

The Hub-style Ground Blinds

10. Based on inquiries of persons within Primos and some research on my part, my understanding is that the hub-style blind was first introduced to the market in 1996 and made popular by a company called Double Bull Archery, Inc. These first hub-style blinds were introduced primarily for archery or bow hunting as it provided a ground level perspective and an opportunity to be intimately close to target while providing concealment so the archer can draw their bow. It is also my understanding that Primos acquired Double Bull Archery in late 2007 and shortly afterward began selling Double Bull branded ground blinds. Double Bull ground blinds are portable, pop-up style (hub-style) ground blinds that include flexible frames that fold so that the blind can be carried to and from hunting locations. Double Bull blinds generally include, and as far as I am aware, have always included, camouflage patterned material over and attached to the frame members. In addition, windows are provided at locations along one or more sides of a blind to open and

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see out from the interior of the blind. The inside surfaces of the side walls have typically been black in an attempt to hide the occupants in the blind.

11. Double Bull ground blinds, since as long as I have been associated with Primos, have been considered higher-end ground blinds because of the higher quality of materials and construction methods used in making these blinds. Double Bull ground blinds currently have retail prices ranging from about $219 to about $500. Over the years, the retail pricing for competitors' ground blinds has ranged anywhere from $99 to $400, depending upon quality, construction, and the technology used.

12. Over the years, Primos has sold many different models of Double Bull ground blinds, each with varying features to appeal to different hunting needs. Models vary by overall size, footprint, layout of doors and windows, and camouflage pattern, among many other features to cater to different hunting needs. Nevertheless, all "full" ground blinds share the common traits of having camouflage fabric mounted on a lightweight, collapsible frame that when deployed provides a fully enclosed space in which a hunter can hide to hunt game animals or observe wildlife. (Primos has sold other types of blinds, commonly called "stakeout" blinds, which are portable, camouflage fabric screens typically of two or three panels with no roof from behind which hunters often hunt smaller game animals such as turkeys.)

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RCHB and Primos Introduction of One-Way See-Through Mesh

13. As part of my employment with Primos I typically attend several trade shows each year. Two of the largest trade shows in the outdoor industry are the Archery Trade Association show and the Shot Show (hosted by the National Shooting Sports Foundation). Another, trade show I often attend is the National Wild Turkey Federation ("NWTF") show.

14. I attended the NWTF show in Nashville, TN in February 2016. Primos was displaying several of its products including game calls, decoys, blinds and hunting accessories. While attending I noticed a company named Rugged Cross Hunting Blinds ("RCHB") displaying a ground blind that included panels of a mesh material attached between aluminum frame members. The hunting blind included panels of mesh material between, for example, wall frames, window frames and door frames.

15. The mesh material had a camouflage pattern on an outside surface and was colored black on the inside surfaces. What was truly remarkable is that this material created an optical effect such that when I was in the blind, I had a relatively clear view of the exterior of the blind; however, when I stood outside the blind I could not see into the blind. For example, I could not see people standing inside the blind.

16. I had never seen, either in my professional career or hunting experience, a hunting blind that included such a feature. I thought then, as I believe now, that such a feature used in ground blinds would be a ***major advancement*** in the ground blind market and industry.

17. Accordingly, I approached Mr. Chris Seaton of RCHB about their hunting blind with this mesh material. We discussed the possibility of Primos collaborating to develop products with the RCHB mesh material. Indeed, in 2016 and 2017, Primos worked with RCHB in incorporating the mesh material into new models of Double Bull (hub-style) ground blinds.

18. In 2017, RCHB and Bushnell Holdings, Inc. entered into an exclusive license agreement with RCHB to make and sell hunting blinds with the one-way see-through mesh material.

19. Eventually, Primos, with the help of RCHB, developed its Double Bull SurroundView hunting blinds that incorporated this "one-way see-through" mesh material that was introduced at the 2018 ATA trade show in January 2018, in Indianapolis, Indiana.

20. Attached as Exhibits A and B are images taken from a Primos promotional video that was shot at the above-referenced 2018 ATA trade show. The

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video can be found at the following YouTube link: **Primos Ground Blind Review - 2018 ATA Show (youtube.com)**

Industry Praise and Commercial Success

21. The SurroundView hunting blind was met with rave reviews and industry praise. I have reviewed the declaration of Mr. Chris Seaton that references the various articles describing the benefits of the one-way see-through mesh material of the SurroundView blinds, which provide a sampling of industry praise. While the SurroundView blinds had, and have, several distinguishing features, the one feature that distinguished it from the other blinds on the market is, and was, the unique mesh material I've described.

22. All this activity culminated in an article posted December 27, 2018, by the NRA American Hunter publication announcing the winners of the 2019 Golden Bullseye Award (See Exhibit C) posted on www.americanhunter.org. The American Hunter's 2019 Golden Bullseye Awards included the Primos Double Bull SURROUNDVIEW 360 blind, which won the "Gear of the Year Award."

23. While Primos received numerous other accolades and awards as from publisher and media outlets, the Golden Bullseye award is widely considered as a more prestigious award as it covers the hunting and shooting space of the outdoor industry. Other awards are often limited to categories of products within the

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industry. For example, the SurroundView blinds would have competed with other new products that were not ground blinds.

24. This was the first time and last time Primos won the Golden Bullseye Award since I joined Primos in 2012. It is also my understanding that this was the first and only time Primos won this award since the origination of the award in 2002.

25. The SurroundView blinds created a great deal of excitement as it was truly revolutionary and game changing. For example, in January 2018 the SurroundView blinds were not only unveiled at the ATA show, but also via a video launched on Primos Hunting Facebook, Instagram and YouTube channels. The video includes reactions of non-actors that hunt and can be found at this link, Double Bull SurroundView Real Hunters Reactions (youtube.com), and I encourage the Board to view the video. The video quickly amassed four (4) million impressions, with about 230,000 users engaging with initial launch post. Impressions are views, engagement means the viewer either "liked", commented or shared the content.

26. Attached as Exhibit D are images from video referenced in paragraph 25 including Image A taken at the 0:00 interval, Image B taken at the 0:03 second interval, Image C taken at the 0:09 second interval, Image D taken at the 0:13 second interval, Image E taken at the 0:018 second interval, and Image F taken at the 0:51 second interval.

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27. To put this in perspective, there are about somewhere from fourteen (14 sixteen (16) million hunters in the United States. This number can be readily tracked by counting the number of hunting licenses granted in each state. Therefore, almost thirty percent (30%) of potential consumers selected and viewed this video. Based on my experience in product development and marketing of outdoor/recreation products this is a significant number of views. To my knowledge, it was the most digitally viewed new product introduction Primos has ever had.

28. Primos blind **sales increased 161% YOY in 2018** with the launch of the SurroundView line of ground blinds. The SurroundView family drove nearly 100% of that growth. The three SurroundView skus outsold the entire assortment of "normal" Double Bull and Primos branded blinds that did not utilize the new SurroundView fabric despite the premium prices at which they were offered. SurroundView blinds sold at a 20-25% premium over similar size and quality offerings that did not have the one-way see through mesh.

29. The commercial success of the SurroundView blinds is a direct result of combination of one-way see-through mesh material or panels of mesh material with a camouflage pattern on the outside surface and a dark color on the inside surface, with the known structure of a hub-style blind. To that end the, it was the

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revolutionary one-way see-through mesh panels on the hub-style blind that generated and fueled the dramatic increase in sales.

30. There are numerous articles and reviews describing the SurroundView ground blinds with the one-way see-through mesh material as "revolutionary," a "game changer," etc. A more recent article posted April 22, 2022, is attached as Exhibit E and provides the following:

> In my lifetime (born in 1965), I've witnessed two advancements in ground blind design that I would classify as "game changing."
>
> The first was in spring 1996 when bowhunters/entrepreneurs Keith Beam and Brooks Johnson brought a concept to market for a pop-up blind featuring the effective hub system commonly used today. Note: Beam and Johnson didn't design the new hub system. In fact, Beam was shown the hand-made blind while visiting an archery shop in Fort Collins, Colorado. Beam was showing his own ground blind design to the store owner when a man in the shop offered to show Beam his pop-up blind creation. Beam immediately appreciated the man's game-changing hub-style design, and he and Johnson worked out a licensing agreement with him. The inventor's original creation, which was later named by Beam and Johnson the Double Bull T5, featured two hubs and a teepee shape.
>
> FYI: The name "Double Bull" had nothing to do with ground blinds. At the time, Beam and Johnson were selling products to youth archery

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programs, and one of their first offerings was a target with two bull's-eyes; hence the company name.

The second game-changing advancement in blinds — see-through walls — happened in early 2018 (to the best of my knowledge). I think Primos, which had purchased Double Bull years earlier, was the first company to offer this feature. The Primos Double Bull SurroundView blind took the hunting industry by storm. While shoot-through mesh windows had been around for many years, this was the first time entire walls were made from a see-through material.

I'll never forget the first time I stepped into a SurroundView blind during an ATA Show. I couldn't believe my eyes. Other show-goers couldn't see me sitting inside the blind, but I could see them walking all around me, not just when they stepped in front of a window. Incredible.

The only way for your customers to experience this light-bulb moment is to display a top-notch pop-up blind with see-through walls in your store. Invite them to enter the blind, take a seat, and see for themselves. To prove that the blind effectively hides the hunter within, switch places with them after a few minutes. (emphasis added)

31. At the time Primos introduced its SurroundView ground blinds the major ground blind brands besides Primos, including Ameristep, Rhino Blinds, and Muddy Outdoors. It didn't take long for Primos competitors to start selling hub-style ground blinds with a one-way see-through mesh

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material. I believe that GSM (Muddy Outdoors) and Rhino Blinds came out with one-way see-through blinds in late 2019 or in 2020 at lower prices than the SurrounView blinds. The introduction of these blinds directly resulted in a decline of the Primos SurroundView blinds.

Long-felt yet Unresolved Need

32. An inherent problem with all ground blinds, including the hub-style blinds, at least up until the introduction of the RCHB blind in 2016 and the introduction of the SurroundView blind in 2018, is and was that opened windows are required in order to see out of the blind and see wild game. A hunter is obviously exposed to the view of the wild game. Moreover, windows provide only a limited viewing area of the surroundings. That is, the sides of the hunting blinds are typically made of a solid material that one cannot see through so windows are provided for viewing. The size and shapes of the windows are positioned on the blind to limit exposure of the person in the blind; however, this requires the person in the blind to move or reposition oneself in the blind to expand a viewing area from the blind. Unfortunately, this movement can be detected by wild game.

33. These above-described shortcomings are referenced in the below articles published in 2018 and referring to the SURROUNDVIEW blinds:

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Exhibit F is an article from Grand View Outdoors, January 18, 2018, written by Jace Bauserman and provides:

> **New ground blinds for 2018** – yes, ground blinds – made a splash at the ATA Show
>
> Primos SurroundView 360
>
> I hate the word game-changer, but I simply can't think of a better description for Primos' new SurroundView ground blind series…
>
> You have to see it to believe it. **No more craning your neck to spot approaching game through a side window. You have a full view (front, left and right) of your surroundings.** It's really kind of freaky, and I know the first time I see a tom approaching from the side I will be ducking for cover. You feel so exposed, but you're not. You can see them. They can't see you. (emphasis added).[1]

34. With respect to Exhibit G, the SURROUNDVIEW blinds are described in an article, entitled "The Blind Without a Blind Sport" from Sportsman's Warehouse, which I believe was posted in 2018:

> **A New Innovation**
>
> This exclusive fabric has unique properties that allow it to function like a two-way mirror—hiding the hunter from the game outside the blind but offering a full view **without gaping windows**.

[1] https://link.edgepilot.com/s/6853f5a2/3UWY4Bpst06vxEl_cUB6vA?u=https://www.grandviewoutdoors.com/bowhunting/the-surprising-product-category-that-saw-a-lot-of-innovation-for-2018

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"It's a sort of optical illusion," explained Jason Harris, Senior Product Manager for Double Bull. "From the outside, the camouflage pattern tricks the eye, human or animal, into thinking it's completely solid. The inverse is when you're on the inside, your eyes are able to focus through the pinholes and your mind disregards the blank black fabric between the holes."

The benefits to hunters are pretty obvious: No more silent gobblers sneaking in the back door. No wary bucks skirting the setup just out of view of a window.

Hunting Without a Blindspot

Anyone who has hunted in a pop-up blind, or even a shooting house, can understand the limitations to a reliance on windows. It seems you are always trying to see what you can't see, because narrow shooting portals, or windows, only provide a limited point of view. With SurroundView, there are no surprises. You can see when a deer is coming from the far corner of the field. You can see if it was a squirrel making noises… or a raccoon… or a deer. It gives you ample opportunity to prepare yourself if an animal is approaching in what would traditionally be a blind spot. It gives you the ability to anticipate and be prepared for when it's time to take the shot.

Exhibit H is a post from bowhuntingmag.com written by Christian Berg, dated July 5, 2018, entitled "Gear Review: Primos SurroundView Series Blinds" provides:

"There are hundreds of new bowhunting products released every year, but relatively few are **unique, useful and innovative** enough to truly

> stand out from the crowd. However, the new SurroundView ground blinds from Primos Double Bull certainly stand out. In fact, I believe SurroundView blinds — featuring an exclusive, one-way fabric that appears completely solid from the outside but allows a panoramic view of your surroundings from the inside — **will revolutionize** the category by eliminating the closed-in feeling so many bowhunters have hated about ground blinds in the past. (emphasis added).
>
> The one-way fabric in SurroundView blinds isn't designed to be shot through, so you still have to arrange the various window openings based on your hunting style and anticipated shot opportunities. **However, the unrestricted views the fabric offers eliminate the need to constantly stand up or lean awkwardly to "peek" from side and rear windows**." (emphasis added).[2]

35. Suppliers of ground blinds have attempted to solve this inherent problem but have not been entirely successful. For example, the size, shape and position of windows have varied or modified at times to limit exposure of the person while enabling a view of the exterior.

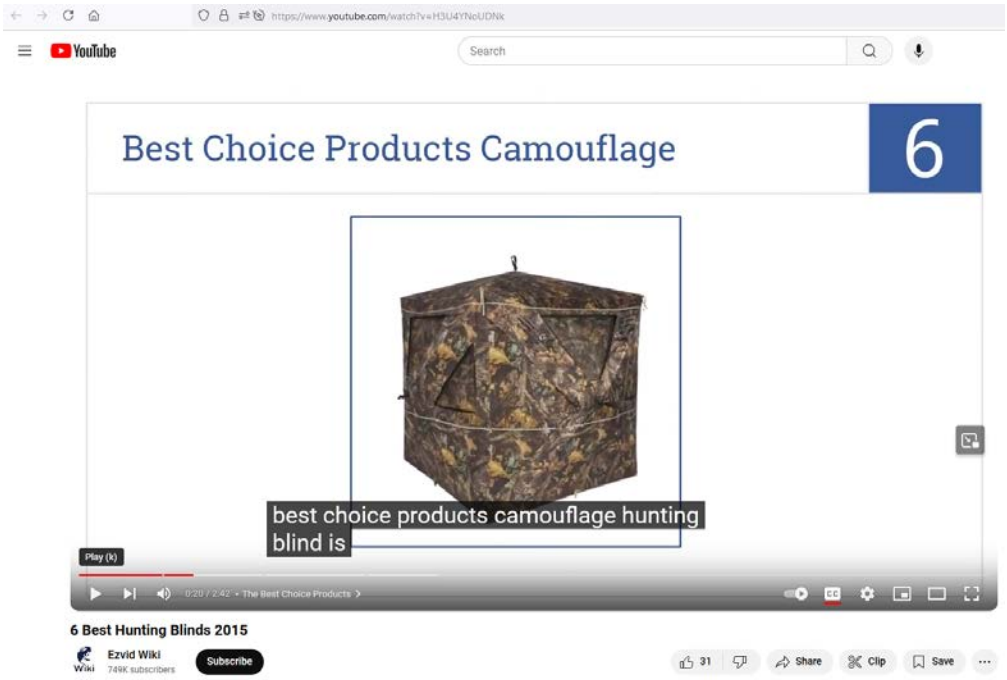
36. Some examples of blinds with different window configurations and multiple windows are provided below including taken from a Youtube video entitled "6 Best Hunting Blinds 2015"; 6 Best Hunting Blinds 2015 - YouTube. These images

[2] https://link.edgepilot.com/s/16dde877/yzTXhuytnE6vmuedX_CYMQ?u=https://www.bowhuntingmag.com/editorial/gear-review-primos-surroundview-series-blinds/309428

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show a few of the blinds on the market in 2015, none of which included the one-way see-through mesh material, and show the different window designs available at the time. I am not familiar with the below referenced Best Choice and Charger blinds, but I am referring to these images as example representations of different window configurations available then and now.

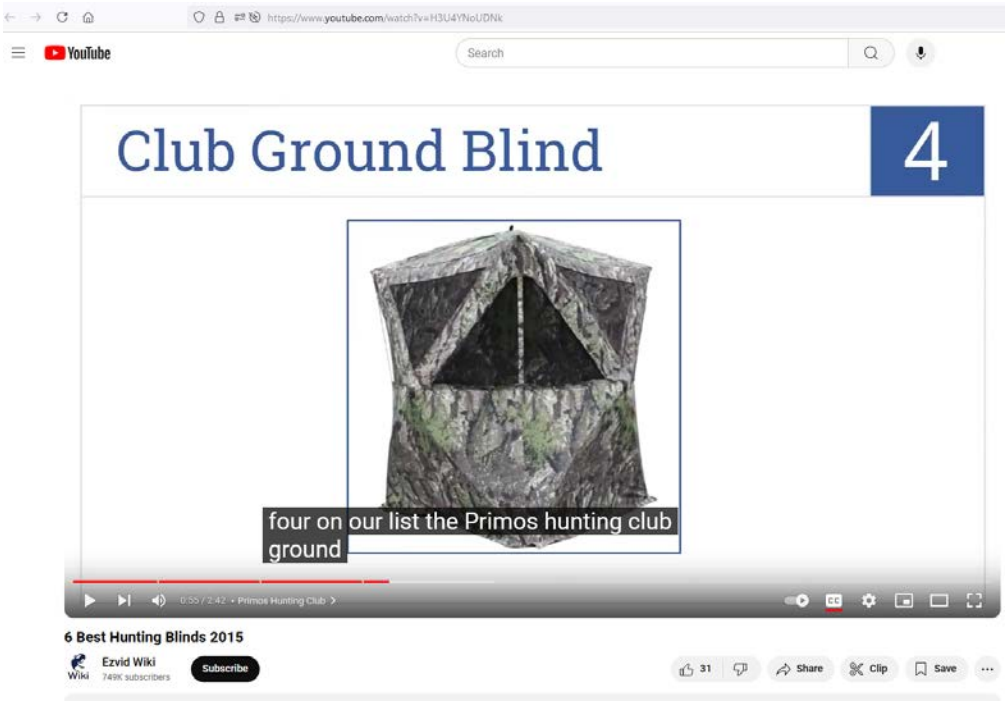
The below image is the Best Choice Products hub-style blind taken at the 00:20 second time interval, which includes multiple triangular windows:



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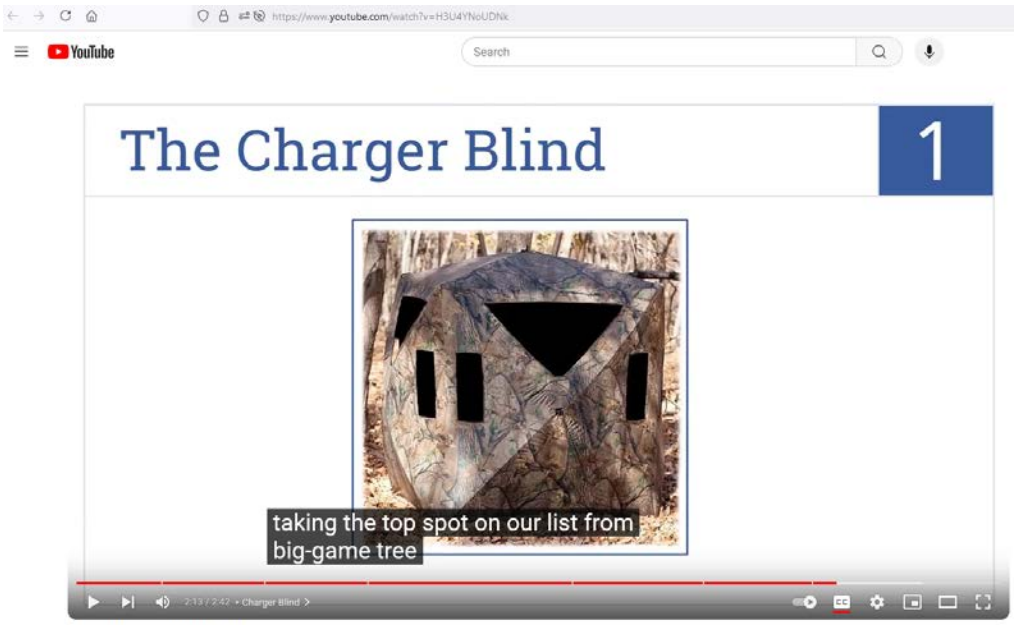
Triangular windows were and are a popular configuration as each side of a hub-style blind has four triangular quadrants given the diagonal orientation of the frame members. In this manner, triangular windows fit neatly in a respective quadrant.

The below image is the Primos Club Ground Blind that we sold at that time in 2015. This image is taken from the 00:50 second time interval:



The below image is of the the Charger Blind sold by Big Game in 2015. This image is taken from the 2:56, two minute fifty-six time interval:

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6 Best Hunting Blinds 2015

37. Other suppliers have lined the interior of the blinds with black material or provided a black back drop within the blind in attempts to limit the exposure of the person in the blind viewing the outside of the blind. In fact, the hub-style blinds for as long as I can remember have had black interior surfaces. The outer camouflage shell is typically composed of polyester or cotton/polyester woven twill with a black polyurethane (or similar material) coating on the inside surface.

38. With respect to the above identified Club Ground Blind, Primos provided a mesh cover that was a lighter weight polyester material that had more hole

space than material. This type of material is a net-like material that is also referred to as a "shoot-through" material that was placed over the windows. That is, one could shoot through the material at game using an archery bow. Given the size of the wholes of this mesh one could still see through the mesh and into the blind. Other manufacturers of hub-style blinds have used and continue to use a similar mesh material over windows of the blinds.

39. With respect to the mesh material, Primos has not changed the type of mesh material it uses for the one-way see-through material. That is, Primos continues to use the same material originally proposed by RCHB for the Double Bull SurroundView offering. The suppliers may have changed but the mesh material remains a material composed of polyester strands or fibers arranged relative to one another to form holes between the fibers/strands. As I understand from my experience in product development, especially with respect to hunting blinds, the term mesh material is used to refer to sheets or panels of material that has holes.

40. The mesh material that Primos uses for the Double Bull SurroundView as the one-way see-through mesh is composed of polyester coated with polyvinyl chloride and has a weight of 8 oz/yd^2. The camouflage pattern is printed using an inkjet printing process on one side, and coated with a black ink on the opposite side

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41. The mesh material Primos used in the past as a shoot through mesh was much lighter and given the hole density, (which means area of material vs. the area of space (holes)), allowed for the same amount of visibility from the inside or outside of the blind. The mesh was printed in camouflage but did not have a darker print/coating on the opposite side.

42. Despite these efforts, of changing window size, placement, configuration and/or the addition of the "shoot-through" mesh, the problems of the occupant of a ground blind being exposed at an open window and the limited field of few have persisted and have been unresolved, at least until RCHB introduced its hunting blind in 2016, and Primos later introduced its SurroundView blind. These blinds have solved the problem and enable the person inside the blind to sit comfortably without concern that any slightest movement on their part will be detected. The mesh material can be attached between frame members on any or all sides of the blind providing a relatively clear 360º viewing area which is a dramatically more expansive view of the surroundings compared to any prior ground blinds. In this manner, the person inside the blind can see wild game approaching and ready themselves to shoot without being detected.

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43. Again in reference to Exhibits A and B and the video, Primos Ground Blind Review - 2018 ATA Show (youtube.com), the SurroundView blinds included, and to this day include, the following elements:

a) a collapsible and expandable frame that includes flexible rods along a side and along the roof to form the frame structure converging at a central hub;

b) each frame member is seated at one end in a central hub and at an opposite end that is at a respective upper or lower corner of the blind.

c) panels of mesh material are disposed along two sides, three sides or all four sides, depending upon the model of the blind;

d) a **100% polyester or polyester/cotton blend woven twill** material that is not mesh so that light does not pass through it covers the roof or forms the roof with the frame members or flexible rods.

e) the side of the mesh material that faces inside the blind is coated with a black ink that is printed on using an inkjet printing technique, and the side of the mesh material that is facing the outside of the blind has a camouflage pattern

f) windows are provided along the sides that may or may not include the mesh material, so an occupant can open the window for shooting; and,

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the mesh material has a one-way see through characteristic such that when the blind is deployed or set up, one can see outside the blind from the interior; however, the inside of the blind is not visible from the outside.

44. Other than minor design adjustments that are referenced in paragraph 36 below, the basic configuration of the SURROUNDVIEW hub-style blind has not changed since its introduction with the one-way see-through mesh material. To date, Primos has used the same mesh material in the Double Bull SURROUNDVIEW blinds since its introduction in 2018.

45. In product management, we (Primos) typically evaluate and update products (e.g. hub-style ground blinds) every two to three years to include new features. This evaluation may include a survey of the market including consumer purchasing trends which leads to some updates to the products. This may include evaluating features of competitors' ground blinds. Since I've been at Primos and involved with the product management of hub-style blinds, including the Double Bull blinds, the updates included features overall size, footprint, layout of doors and windows, camouflage pattern, window clips, the camouflage material covering the flexible frame etc.

46. Competitors of Primos appear to use this same strategy as they often adopt some of our designs. However, since I've been involved with the product

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management of ground blinds for Primos since 2012, I had never seen such a major advancement in the hub-style ground blinds as RCHB's introduction of the one-way see-through mesh material.

Licensing

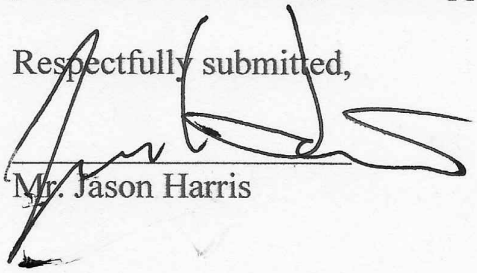
47. As mentioned above, Primos considered the RCHB technology a major advancement in ground blinds and were encouraged that RCHB was seeking patent protection. To that end, in 2017 Primos, understanding the importance of RCHB's invention and contribution to our industry, entered into an exclusive license agreement with respect to the sale of its SurroundView blinds. Indeed, Primos entered into the exclusive arrangement even before RCHB's first patent issued.

48. Primos later transitioned to a non-exclusive license with respect to its SurroundView ground blinds. In addition, Primos and RCHB are discussing a non-exclusive license with respect to its Full Frontal hub-style ground blinds that incorporate a one-way see-through mesh material.

49. I hereby declare that all statements made herein of my own knowledge are true and all statements made on information and belief are believed to be true; and further that these statements were made with knowledge that will false statement and the like so made are punishable by fine or imprisonment, or both, under Section

1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Respectfully submitted,



Mr. Jason Harris

8/29/24
Date

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Primos Ground Blind Review - 2018 ATA Show

North 40 Hunt
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EXHIBIT 1

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PRIMOS
0:41 / 1:28
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Mesh material 16 with dark color on inside (one can see exterior of blind from the interior)
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3
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American Hunter's 2019 Golden Bullseye Award Winners

by **AMERICAN HUNTER STAFF** posted on December 27, 2018
NEWS, GUNS & GEAR, RIFLES, SHOTGUNS, HANDGUNS, AMMO, OPTICS, GEAR

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NRA Publications will present its 17th annual Golden Bullseye Awards and Golden Bullseye Pioneer Award at an invitation-only breakfast on Friday, April 26, during the 2019 NRA Annual Meetings & Exhibits in Indianapolis, Ind.

"We are pleased to announce the winners of the 2019 Golden Bullseye Awards," said Doug Hamlin, Executive Director of NRA Publications. "Selected by a seven-member committee consisting of editors, graphic designers and veteran NRA Publications staff, they epitomize what NRA members seek in their shooting and hunting equipment—outstanding performance, innovation and value. Congratulations to those who have created the industry's best new products."

To qualify for consideration for a Golden Bullseye Award, the product must have been:

- Recently introduced and available to consumers prior to the selection of the Golden Bullseye Awards;
- Used/tested by a staff member or regular contributor to the magazine and/or affiliated media;
- Reliable in the field, meeting or exceeding the evaluator's expectations;
- Innovative in design and function;
- Readily perceived as a value to the purchaser; and
- Styled in a manner befitting the shooting and hunting industry and, perhaps more importantly, its enthusiasts.

The winners of ***American Hunter's*** **2019 Golden Bullseye Awards** are:

EXHIBIT C

Gear of the Year: Primos Double Bull SurroundView 360 Blind



"It works like a two-way mirror—you can see out 360 degrees, but that deer or turkey will never know what lurks inside. Dubbed as the first 'blind without a blind spot,' the Primos Double Bull SurroundView 360 Blind utilizes a see-through fabric to allow complete visual awareness without the need to open windows."

—Jon Draper, Managing Editor

- First Look: Primos Double Bull SurroundView 360 Blind

MSRP: $499; primos.com

YouTube: https://www.youtube.com/watch?v=DbCk4BJ4SV4

Double Bull SurroundView Real Hunters Reactions

IMAGE A

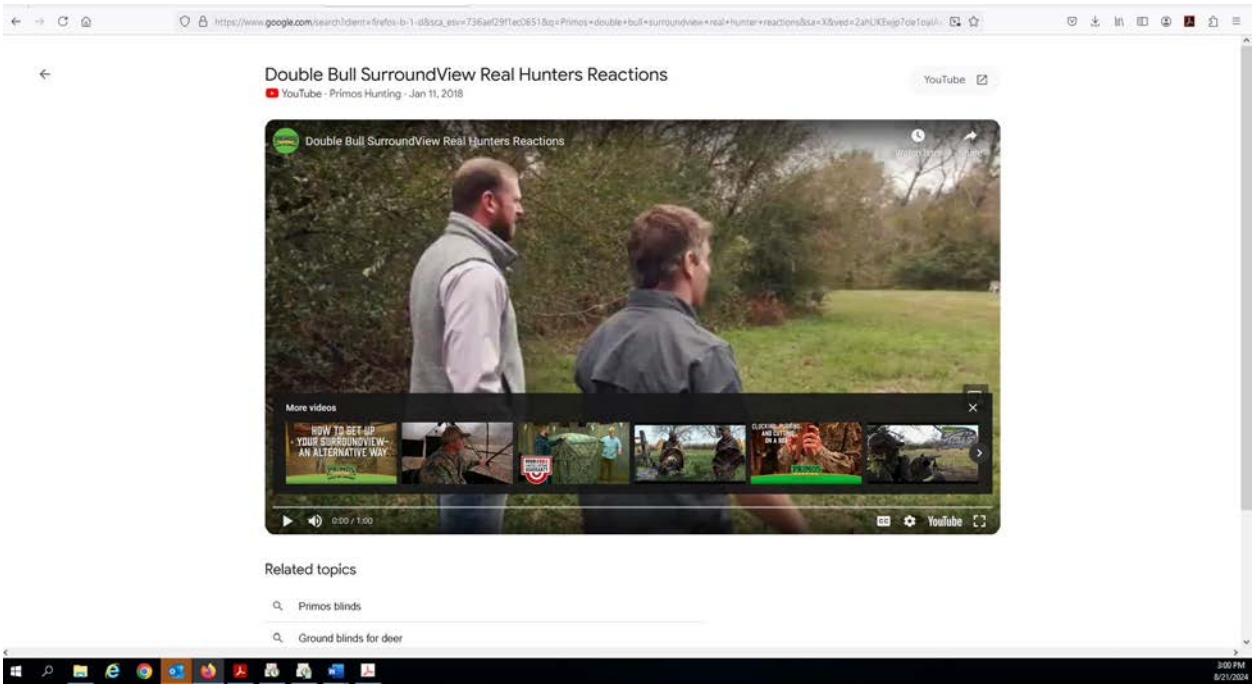


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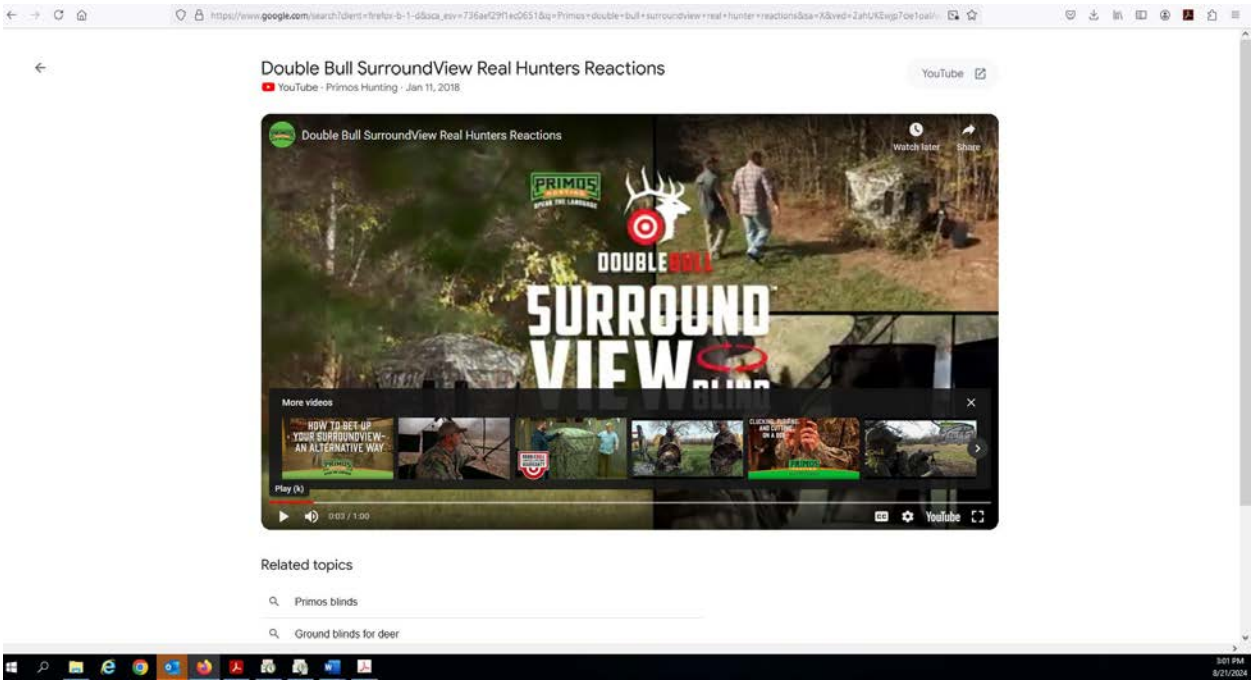


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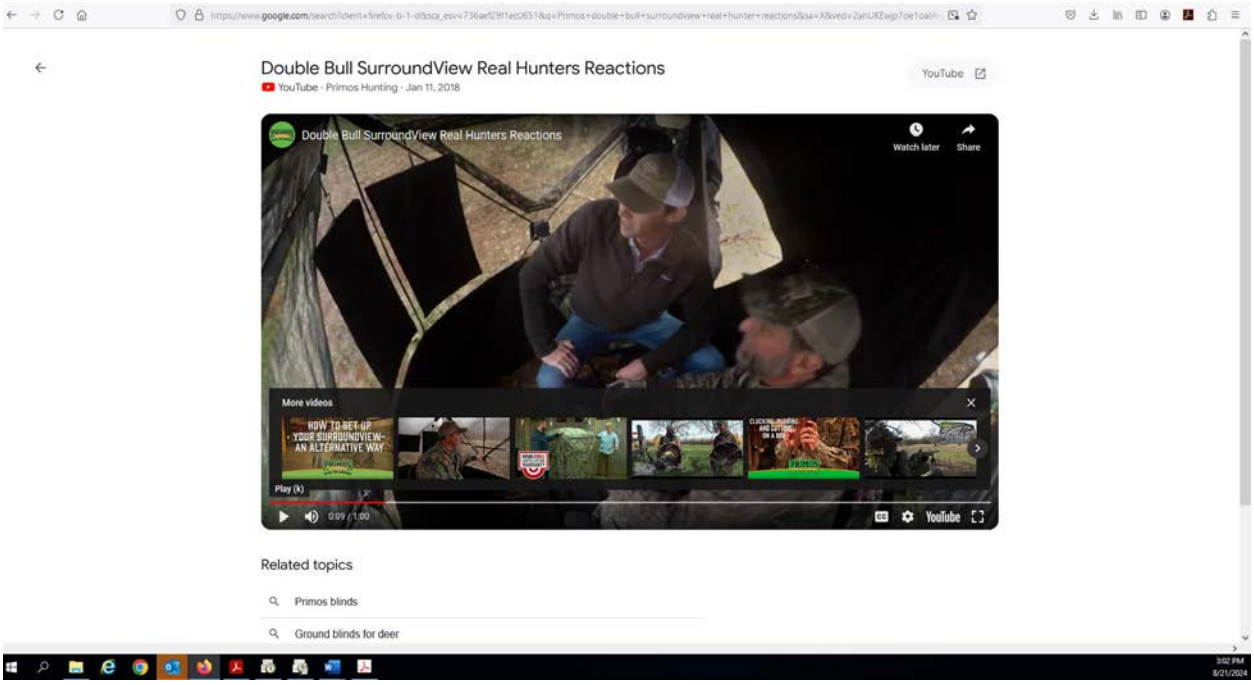


IMAGE D

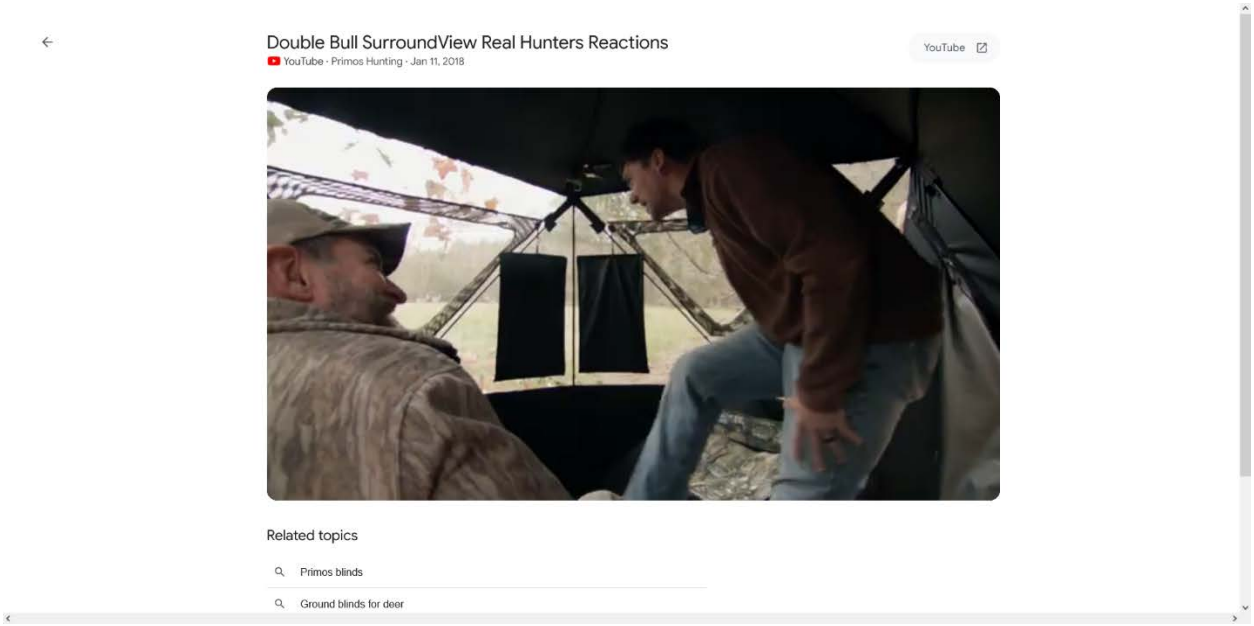


IMAGE E

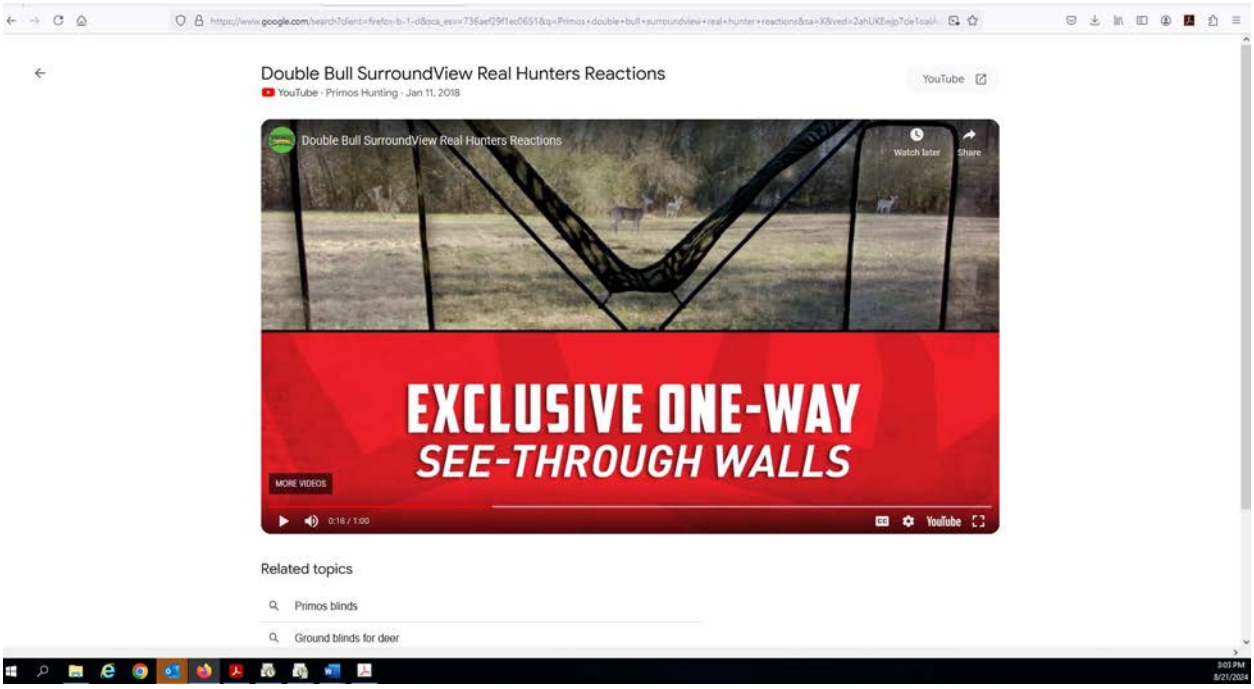
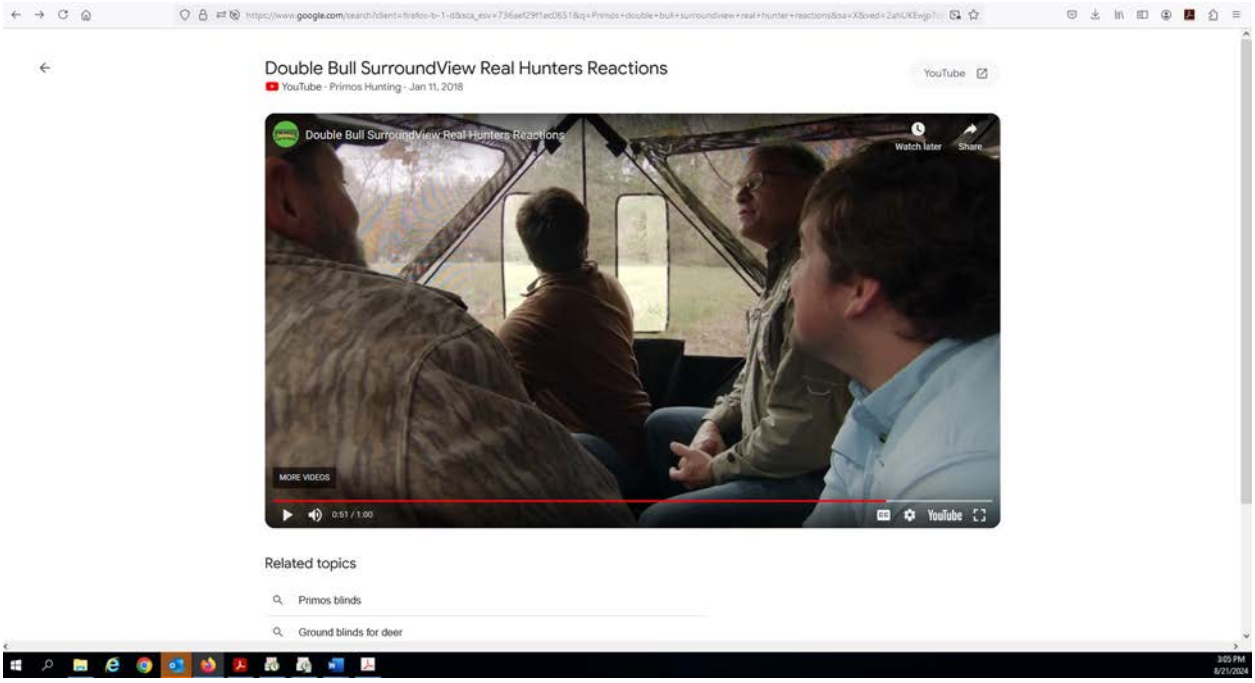


IMAGE F


Double Bull SurroundView Real Hunters Reactions
YouTube - Primos Hunting - Jan 11, 2018
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Display a Top-Notch Pop-Up Blind in Your Store

If you have the floor space available, displaying a pop-up blind featuring see-through walls will allow customers to see — literally — what they've been missing.

By Dave Maas

April 22, 2022



In my lifetime (born in 1965), I've witnessed two advancements in ground blind design that I would classify as "game-changing."

The first was in spring 1996 when bowhunters/entrepreneurs Keith Beam and Brooks Johnson brought a concept to market for a pop-up blind featuring the effective hub system commonly used today. Note: Beam and Johnson didn't design the new hub system. In fact, Beam was shown the hand-made blind while visiting an archery shop in Fort Collins, Colorado. Beam was showing his own ground blind design to the store owner when a man in the shop offered to show Beam his pop-up blind creation. Beam immediately appreciated the man's game-changing hub-style design, and he and Johnson worked out a licensing agreement with him. The inventor's original creation, which was later named by Beam and Johnson the Double Bull T5, featured two hubs and a teepee shape.

FYI: The name "Double Bull" had nothing to do with ground blinds. At the time, Beam and Johnson were selling products to youth archery programs, and one of their first offerings was a target with two bull's-eyes; hence the company name.

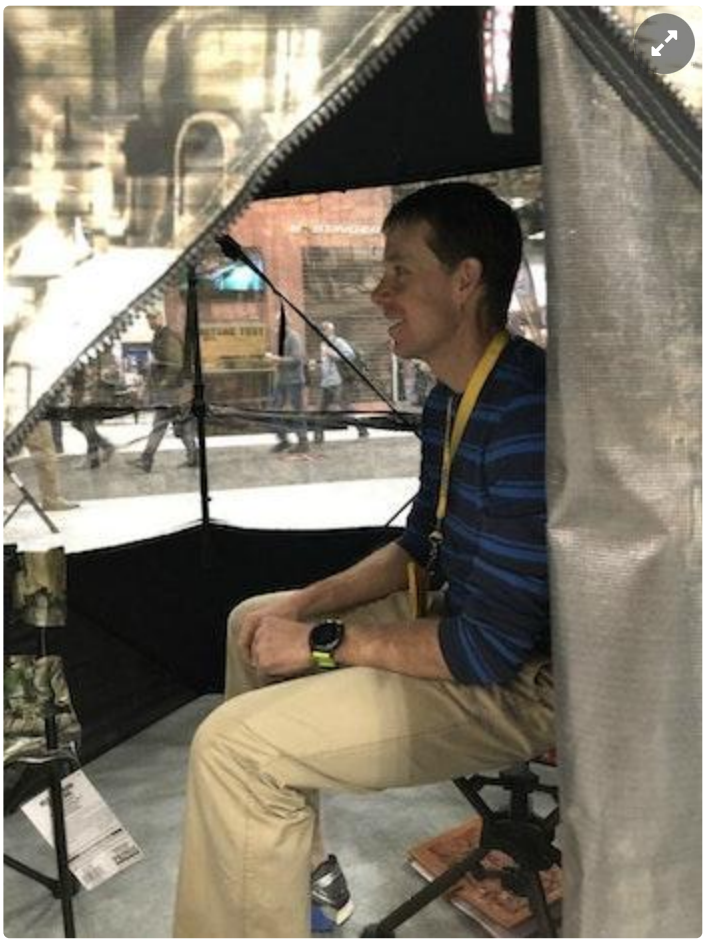


The author with a South Dakota turkey taken many years ago from an original Double Bull T5 blind.

The second game-changing advancement in blinds — see-through walls — happened in early 2018 (to the best of my knowledge). I think Primos, which had purchased Double Bull years earlier, was the first company to offer this feature. The Primos Double Bull SurroundView blind took the hunting industry by storm. While shoot-through mesh windows had been around for many years, this was the first time entire walls were made from a see-through material.

I'll never forget the first time I stepped into a SurroundView blind during an ATA Show. I couldn't believe my eyes. Other show-goers couldn't see me sitting inside the blind, but I could see them walking all around me, not just when they stepped in front of a widow. Incredible.

Related: Muddy Outdoors Prevue 3 Portable Blind



Former Archery Business Editor-in-Chief Jace Bauserman checks out a Primos Double Bull SurroundView 360 for the first time during the 2018 ATA Show.

The only way for your customers to experience this light-bulb moment is to display a top-notch pop-up blind with see-through walls in your store. Invite them to enter the blind, take a seat, and see for themselves. To prove that the blind effectively hides the hunter within, switch places with them after a few minutes.

Several companies offer pop-up blinds with see-through walls. Check out the Barronett Blinds Hi-Five, Buck Bourbon Rack House 300+, Primal Vision 270, Primos Double Bull SurroundView 270 and SurroundView 360, Muddy Outdoors Prevue 2 and Prevue 3, Rhino 180, and others.



Consider selling ground blind accessories and specialized clothing, too. Two of the author's favorite products are the Gamehide Ground Blind Reversible Tee (left) and Under Armour HeatGear Tactical Balaclava (right).

In addition to selling at least one model of pop-up blind with see-through walls, it makes sense to offer ground blind accessories, too. Place two portable chairs in the blind so hunters can check how high they must sit to shoot comfortably out the windows. One to consider is the 18-inch Barronett Tripod Chair; also check out the company's 20-inch XL Tripod Chair.

While a bow ground stake bow holder won't work in the floor of your archery shop, you could still have one lying in the blind so your customers know that you sell them. It's also a smart idea to fill a nearby end cap with products most desired by ground blind hunters. This could include bow holders, ground blind support poles, pruners, black facemasks and balaclavas, black long-sleeve t-shirts and jackets, and black hats and gloves. Check out HME Products to see a wide selection of ground blind accessories.



Prior to turkey season, be sure to feature ground blinds on your social media pages. This Facebook pic and the following text is from Archery Country in Rogers, Minnesota: "Need a new blind? Or some gear to help clear shooting lanes? #turkeyseason Archery Country carries a good selection of hunting blinds and saws,

so you can find the perfect spot, and clear shooting lanes and stay hidden from your prey."



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The surprising product category that saw a lot of innovation for 2018

New ground blinds for 2018 — yes, ground blinds — made a splash at the ATA Show.

By Jace Bauserman
January 18, 2018





It wasn't a racy bow, high-tech clothing or a sleek new broadhead that created the big buzz at this year's ATA Show. Although there were plenty of oohs and aahs in the shooting lanes and I did hear more than one side conversation about Rage's X-treme Four Blade, there was just no trumping the excitement surrounding the ground blind category. After looking at the blinds on display at the Show, it wasn't hard to see why.

This is the year of the ground blind.

EXHIBIT F

Primos SurroundView 360

I hate the word game-changer, but I simply can't think of a better description for Primos' new SurroundView ground blind series. The series includes 180-, 270- and 360-degree models, but it was the SurroundView 360 that really surprised me.



Primos SurroundView 360

With a fighting weight of 23 pounds, this 60 x 60 x 70-inch pop-up blind is constructed with one-way see-through walls. You have to see it to believe it. No more craning your neck to spot approaching game through a side window. You have a full view (front, left and right) of your surroundings. It's really kind of freaky, and I know the first time I see a tom approaching from the side I will be ducking for cover. You feel so exposed, but you're not. You can see them. They can't see you. Like other popular Double Bull models, the SurroundView 360 boasts a full front shooting window, offers five shoot-through ports and is built like a German Tiger Tank.

According to Vista Communications Coordinator Vic Ziliani, the see-through material shouldn't fade, crackle in the cold or be any less durable. I loved it. You will too.

https://news.sportsmans.com/product-review/blind-without-blind-spot

The Blind Without a Blind Spot

Double Bull Introduces SurroundView Blinds

Double Bull has been the premier brand in hunting blinds for many years. What started as a small Minnesota company founded by two hunting buddies, grew to be the most trusted name and the originator of the pop-up-style, five-hub ground blind.

Ever since that original product, Double Bull has continued to introduce advances, such as the double-wide door, 180-degree window, silent slide buckles, and many other innovations. And throughout that history, Double Bull has been revered as having the highest quality and longevity.

In 2018, Double Bull is again turning the hunting blind industry on its head.

A New Innovation

Always looking for the next advancement, Double Bull engineers are first and foremost hunters. They are constantly on the lookout for innovation that provides true value to the user. A little over two years ago, Double Bull began experimenting with a new fabric technology. This exclusive fabric has unique properties that allow it to function like a two-way mirror—hiding the hunter from the game outside the blind, but offering a full view without gaping windows.

The basis of the technology, now dubbed SurroundView, is a special tiny pinhole pattern. When printed with a camouflage design, the holes are hidden and appear solid. Yet, when colored in solid black, they allow a near-transparent view.

“It’s a sort of optical illusion,” explained Jason Harris, Senior Product Manager for Double Bull. “From the outside, the camouflage pattern tricks the eye, human or animal, into thinking it’s completely solid. The inverse is

when you're on the inside, your eyes are able to focus through the pinholes and your mind disregards the blank black fabric between the holes."

The benefits to hunters are pretty obvious: No more silent gobblers sneaking in the back door. No wary bucks skirting the setup just out of view of a window.

Hunting Without a Blind Spot

Anyone who has hunted in a pop-up blind, or even a shooting house, can understand the limitations to a reliance on windows. It seems you are always trying to see what you can't see, because narrow shooting portals, or windows, only provide a limited point of view. With SurroundView, there are no surprises. You can see when a deer is coming from the far corner of the field. You can see if it was a squirrel making noises… or a raccoon… or a deer. It gives you ample opportunity to prepare yourself if an animal is approaching in what would traditionally be a blind spot. It gives you the ability to anticipate and be prepared for when it's time to take the shot.

"It is a huge benefit to be able to see your entire surroundings, know what's about to happen, and also prepare for it," Harris said. "Also, if you're sitting with kids, or someone who's new to the sport, they can just sit still and see everything. That's a big difference from what I've seen happen a lot in other kinds of blinds. The kids are having to hunch over, move back and forth, and look through each window to really see what's going on around them. With SurroundView technology, you can sit comfortably and survey all around without much movement, yet you're totally hidden."

Three Versions of the Ultimate Hide

SurroundView blinds incorporate other Double Bull innovations that hunters have come to love. First and foremost, the SurroundView technology uses Primos Truth Camo, which is a proprietary camo pattern that was created specifically for large-format applications, such as blinds.

There are plenty of camouflage patterns on the market that perform well in a tree, or in certain conditions, but Truth camo was developed specifically for the ground-level, no matter the conditions or environment. It works spring or fall, in green cover or brown, and breaks up large objects such as blinds exceedingly well.

SurroundView blinds will be available in three models. Named for the degrees of see-through viewing provided by the exclusive SurroundView fabric, there will be a SurroundView 360, SurroundView 270 and SurroundView 180. Each one is configured slightly differently.



SurroundView fabric does cost more to produce, and in many applications, hunters will not need a full 360-degree viewing experience. But for those that do, the SurroundView 360 offers a 77-inch hub-to-hub dimension, with a 60-inch floor space and 70-inch height. It's great for two full-grown hunters, or an adult and a couple of kids. It incorporates the 180-degree shoot-through window configuration that is on the current Double Bull Deluxe Blind. It also comes with a blackout curtain that can be positioned on any of the four wall panels.



The next size is the SurroundView 270. It incorporates one black-out wall with three SurroundView walls, and features more traditional port-style shooting windows. It is 73 inches hub-to-hub and has a floor that is 55 inches. The windows are vertical to allow hunters to use bow or rifle, plus larger, horizontal shooting windows are located above the rod and hub systems.



The SurroundView 180 is the smallest of the three. It has the same window configuration as the SurroundView 270, but is 64 inches hub-to-hub, with a 48-inch floor space, and a 65-inch height. It's perfect for the solo hunter. It incorporates two SurroundView see-through panels, giving you a 180-degree field of view.

The NextGen Component

Primos, who owns Double Bull, is getting behind the SurroundView blind fully with a strong marketing campaign. One component is a smartphone app that will allow users to test drive the SurroundView models. Using Augmented Reality software like that found in Pokemon Go and other next-generation apps, the SurroundView app will let the user "place" a blind in a location via their smartphone's camera. They can then "step inside" the blind to see if the placement is right before ever setting up a blind.

"It's going be useful for determining blind setups in the field," Harris said. "But I think it's also going to really showcase at the store level the kind of experience these blinds can provide."

The new SurroundView blinds will have MSRPs of $499, $399 and $299 for the 360-degree model down to the SurroundView 180. To find out more visit www.primos.com. The Primos team will be using the blinds on the top-rated Truth About Hunting TV show and product information videos will be posted to YouTube at Primos' Stream the Language channel: https://www.youtube.com/user/PrimosHuntingVideo.

For 2018, Double Bull is introducing a swivel stool to compliment blinds that offer far greater viewing areas than ever before.

"We've had a lot of success with our current QS3 stool," said Jason Harris Senior Product Manager for Double Bull. "It's a triangle blind stool that's designed to house guys over 300 pounds with a small footprint in the blind. But consumers have continued to ask for an adjustable stool that has the ability to swivel.

This year, we're meeting that demand with a stool that marries nicely with having a blind that lets you see 360 degrees."

The Double Bull Swivel Stool is rated for weights over 275 pounds. It also has adjustable legs, so users can level it regardless of the terrain. This also helps in adjusting your height for making a perfect shot through the window of the blind.

The Double Bull Swivel Stool will have an MSRP of $79.99 and will be available through Double Bull dealers as well as online at www.primos.com.





Dan Kidder

My name is Dan Kidder, I am Managing Editor of Sportsman's News Magazine. I am a former Marine who served with the Fleet Anti Terrorism Security Team Company during Operation Desert Storm. Prior to moving to Utah, I served as communications director for Georgia Congressman Mac Collins in his Washington, DC office. I am the President and CEO of On Target Defensive Training, offering firearms and unarmed combat courses to civilians and law enforcement. My students have included federal agents of the FBI, CIA, Secret Service, Border Patrol, ICE, local and state law enforcement, national celebrities, and the general public. My beat at Sportsman's News includes tactical firearms, personal protection, survival, first aid, camping, and hiking.

https://www.bowhuntingmag.com/editorial/gear-review-primos-surroundview-series-blinds/309428

Gear Review: Primos SurroundView Series Blinds



July 05, 2018

By Christian Berg

There are hundreds of new bowhunting products released every year, but relatively few are unique, useful and innovative enough to truly stand out from the crowd. However, the new SurroundView ground blinds from Primos Double Bull certainly stand out. In fact, I believe SurroundView blinds — featuring an exclusive, one-way fabric that appears completely solid from the outside but allows a panoramic view of your surroundings from the inside — will revolutionize the category by eliminating the closed-in feeling so many bowhunters have hated about ground blinds in the past.

EXHIBIT H



Although the SurroundView blinds are just now reaching store shelves, I had the opportunity to hunt from a prototype during a November deer hunt in Kansas. I know saying you have to see it to believe it is cliche, but in the case of the SurroundView, it's true. Approaching the blind from the outside, it didn't look

much different than any other hub-style blind on the market. But as soon as I opened the door and stepped inside, I literally couldn't believe my eyes. Instead of only being able to see out the windows, I could see right through the walls, offering me great visibility of the woodlot where my blind was set and the large alfalfa field adjacent to the woodlot. A couple hours into the hunt, I spotted a 10-point whitetail out in the alfalfa, hit my rattle bag and watched in amazement as the buck ran on a dead sprint from 250 yards away to just 20 yards before stopping and staring in my direction without any idea that I, or the blind, was there! The buck then proceeded to walk directly in front of me at less than eight yards before turning into the woods directly behind the blind and disappearing into the brush. Had I not filled my tag the day before, it certainly would have been game over.

The one-way fabric in SurroundView blinds isn't designed to be shot through, so you still have to arrange the various window openings based on your hunting style and anticipated shot opportunities. However, the unrestricted views the fabric offers eliminate the need to constantly stand up or lean awkwardly to "peek" from side and rear windows. I can't wait to have a SurroundView in my arsenal this spring when a big tom struts in two feet from the rear or side of the blind. That has happened to me so many times in the past, and it's maddening to be able to hear the bird approaching but not see him. Now, I'll be able to watch his every move and be drawn and ready when he finally presents a shot.

SurroundView blinds are available in three models. The 180 features two one-way fabric walls, measures 48 inches square, 65 inches tall and weighs 19 pounds. The 270 features three one-way fabric walls, measures 55 inches square, 70 inches tall and weighs 21 pounds. And the 360 features four one-way fabric walls, measures 60 inches square, 70 inches tall and weighs 23 pounds. All models feature Primos TRUTH camouflage, Double Bull's heavy-duty construction and a limited lifetime warranty.

MSRP: $299.99 (180); $399.99 (270); $499.99 (360) | www.primos.com