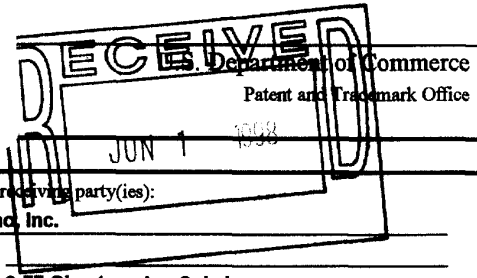


06-12-1998



100736762



6-1-98

To the Honorable Commissioner of Patents and Trademarks: Pl.

... documents to copy thereof:

1. Name of conveying party(ies)
Shimano American Corporation

Individual(s) _____ Association _____
 General Partnership _____ Limited Partnership _____
 Corporation - State California
 Other _____

Additional name(s) of conveying Party(ies) attached?
 Yes _____ No

3. Nature of conveyance:
 Assignment _____ Merger _____
 Security Agreement _____ Change of Name _____
 Other _____

Execution Date: April 27, 1998

2. Name and address of receiving party(ies):
 Name: Shimano, Inc.
 Internal Address: _____
 Street Address: 3-77 Oimatsu-cho, Sakai
 City: Osaka 590-77 State: Japan Zip: _____

Individual(s) citizenship _____
 Association _____
 General Partnership: _____
 Limited Partnership: _____
 Corporation - State: Japan
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes _____ No
 (Designation must be a separate document from Assignment)
 Additional Name(s) & address(es) attached:
 Yes _____ No _____

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s): 75/405,151 B. Trademark Registration No.(s): _____
 Additional numbers attached? Yes _____ No

5. Name and address of party to whom correspondence concerning documents should be mailed:
 Name: Anna C. Silva, Esq.
Gibson, Dunn & Crutcher LLP
 Internal Address: Telesis Tower, 31st Floor
 Street Address: One Montgomery Street
 City San Francisco State CA Zip 94104

6. Total number of applications and registrations involved
1

7. Total fee (37 CFR 3.41): \$ 40.00
 Enclosed _____
 Authorized to be charged to deposit account

8. Deposit account number: 50-0440
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
 To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.
Anna C. Silva, Esq.
 Name of Person Signing _____ Signature [Signature] Date 5/26/98
 Total number of pages including cover sheet, attachments and document: 3

OMB No. 0651-0011 Do not detach this portion

Mail documents to be recorded with required cover sheet information to:
 06/12/1998 DMUYEN 00000090 500440 75405131 Commissioner of Patents and Trademarks
 01 FC:481 40.00 CH Box Assignments
 Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing this document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

POWER OF ATTORNEY

Applicant hereby appoints as its attorney Anna C. Silva, Esq., a member of the Bar of the State of California, and of Gibson, Dunn & Crutcher LLP, One Montgomery Street, Telesis Tower, Floors 26 and 31, San Francisco, California 94104-4505, to effect the name change recordal against the registrations and to transact all business in the Patent and Trademark Office in connection therewith. Please direct all communications pertaining to this application to Anna C. Silva, Esq. at the foregoing address.


DESIGNATION OF DOMESTIC REPRESENTATIVE

Gibson, Dunn & Crutcher LLP, whose postal address is One Montgomery Street, Telesis Tower, Floors 26 and 31, San Francisco, California 94104-4505, Attention: Anna C. Silva, Esq., is hereby designated applicant's representative upon whom notice or process in proceedings affecting the mark may be served.

Respectfully submitted,

SHIMANO INC.

Dated: May 13, 1998


(Signature)
Name: Yoshizo Shimano

Title: President

FA980980.014/1+

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made from Shimano American Corporation, a California corporation, whose principal place of business is One Holland, Irvine, California 92618 (hereinafter "Assignor"), to Shimano Inc., a corporation of Japan whose principal place of business is 3-77 Oimatsu-cho 3-cho, Sakai Osaka 590-77, Japan (hereinafter "Assignee").

WHEREAS, Assignor is the owner of a miscellaneous design mark known as the "Shimano Bug," and the U.S. Trademark Application, therefor, Serial No. 75-405151, for caps in International Class 25, and fishing equipment in International Class 28 (hereinafter the "Mark");

WHEREAS, Assignor desires to assign to Assignee all right, title and interest in and to the Mark, including the above-referenced trademark application, together with the good will of the business pertaining thereto.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Mark, and the application therefor, together with the good will of the business pertaining thereto.

SHIMANO AMERICAN CORPORATION

Dated: April 27, 1998

By 

Name: Shinji Fukuoka

Title: President

FA980970.036/-1+