

03-25-2003

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PTO-1594 RE U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

(Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

Tab settings  $\Rightarrow \Rightarrow \Rightarrow$   $\nabla$  1,02398688  $\nabla$   $\nabla$

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Cruise America, Inc. **3.20.03**

Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State  
 Other \_\_\_\_\_

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

2. Name and address of receiving party(ies)  
 Name: Southwest Rally Events, Inc.  
 Internal Address: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Street Address: 14207 South 32nd Place  
 City: Phoenix State: AZ Zip: 85044

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Arizona  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached?  Yes  No

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

Execution Date: 2/26/03

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s) 2,219,344;  
2,254,532; 2,254,531

Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Daniel I. Schloss, Esq.  
 Internal Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Street Address: Greenberg Traurig, LLP  
200 Park Avenue  
 City: New York State: NY Zip: 10166

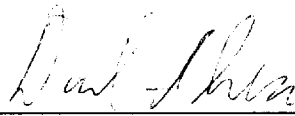
6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41).....\$ 90.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
50-1561

DO NOT USE THIS SPACE

9. Signature.

Daniel I. Schloss, Esq.  March 19, 2003

Name of Person Signing \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

03/24/2003 **LMJELLER 00008209 501561 2219344** Total number of pages including cover sheet, attachments, and document: 5

01 FC:8521 40.00 CH  
02 FC:8522 50.00 CH

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002697 FRAME: 0899

## ASSIGNMENT OF TRADEMARKS


WHEREAS, CRUISE AMERICA, INC., a corporation organized and existing under the laws of the State of Florida and having a business address at 11 West Hampton Avenue Mesa, Arizona 85210 (the "Assignor"), is the owner of all right, title and interest in and to the trademark and service mark ARIZONA BIKE WEEK and the United States Trademark and Service Mark registrations therefor identified on Exhibit A annexed hereto (hereinafter the "Marks"); and

WHEREAS, SOUTHWEST RALLY EVENTS, INC., a corporation organized and existing under the laws of the State of Arizona and having a business address at 14207 South 32nd Place Phoenix, Arizona 85044 ("Assignee"), is acquiring substantially all of Assignor's business and goodwill appurtenant to the Mark, and Assignor has agreed to assign to assign the Mark to Assignee;

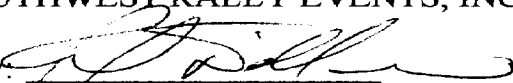
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, sells and transfers to Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the right to sue and recover damages and profits for all past, present, and future third-party infringements, if any.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed by its officer thereunto duly authorized as of this 26<sup>th</sup> day of February 2003.

CRUISE AMERICA, INC.

By:   
Name: R.P. Calderone  
Title: AV & Marketing

SOUTHWEST RALLY EVENTS, INC.

By:   
Name: Richard Dillman  
Title: President

NOTARIAL ACKNOWLEDGEMENT

STATE OF ARIZONA )  
 ) ss.:  
COUNTY OF Maricopa )

On this 26<sup>th</sup> day of February, 2003 before me personally appeared Robert Caldavone, to me known, who, being by me duly sworn, did depose and say that he is the AVP Marketing of Cruise America, Inc., the Florida corporation described in and which executed the foregoing instrument; and that he signed his name thereto pursuant to the authorization of said corporation.


Patricia J Hill  
Notary Public



STAMP AND SEAL

**EXHIBIT A:  
THE MARKS**

Mark	Filed	Application No.	Registered	Registration No.	Status	Goods and services
ARIZONA BIKE WEEK	8/20/96	75/153,476	1/19/99	2,219,344	REGISTERED	Aerodynamic fairings for vehicles, automatic guided vehicles, automobile bodies, automobile bumpers, automobile seat cushions, automobile windshield sunshades, automobiles, badges for vehicles, vehicular balloons, bus cars; land vehicle parts, namely, fenders; go-carts, mini-bikes, motorcycle sidecars, motorcycles and structural parts therefor motor-homes motorized scooters, automobile seat cushions, travel trailers; truck and structural parts therefor vans, vehicle windows, wheel chairs, wheelchair cushions International Class 12
ARIZONA BIKE WEEK	8/20/96	75/153,486	6/15/99	2,254,532	REGISTERED	Exhibitions in the nature of; festival for motorcycle enthusiasts; entertainment in the nature of automobile races; publication of books; fan clubs; educational demonstration vehicle driving instruction; entertainment

						in the nature of fashion show; entertainment; namely, a continuing show featuring motorcycles distributed over television, satellite, audio and video media; providing facilities for exhibitions; entertainment services, namely, fireworks displays; part planning International Class 41
	8/20/96	75/153,414	6/15/99	2,254,531	REGISTERED	Exhibitions in the nature of: festival for motorcycle enthusiasts; entertainment in the nature of automobile races; publication of books; fan clubs; educational demonstration vehicle driving instruction; entertainment in the nature of fashion show; entertainment; namely, a continuing show featuring motorcycles distributed over television, satellite, audio and video media; providing facilities for exhibitions; entertainment services, namely, fireworks displays; part planning International Class 41