

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
AVID L.L.C.,		03/16/2004	CORPORATION: COLORADO

RECEIVING PARTY DATA	
Name:	SRAM Corporation
Street Address:	1333 N. Kingsbury St., 4th Floor
Internal Address:	Milan Milosevic
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60622
Entity Type:	CORPORATION: ILLINOIS

PROPERTY NUMBERS Total: 8		
Property Type	Number	Word Mark
Registration Number:	1914792	AVID
Registration Number:	1923549	AVID
Registration Number:	2036130	SPEED DIAL
Registration Number:	2120535	SINGLE DIGIT
Registration Number:	2303873	FLAK JACKET
Registration Number:	2382371	ARCH RIVAL
Registration Number:	2554055	FULL METAL JACKET
Registration Number:	2580433	BLACK OPS

CORRESPONDENCE DATA	
Fax Number:	(312)664-8826
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	312-664-8800 X1361
Email:	msantos@sram.com
Correspondent Name:	SRAM Corporation
Address Line 1:	1333 N. Kingsbury St., 4th Floor

OP \$215.00 1914792

Address Line 2: Milan Milosevic
Address Line 4: Chicago, ILLINOIS 60622

NAME OF SUBMITTER:	Milan Milosevic
--------------------	-----------------

Total Attachments: 2
source=AVID1#page1.tif
source=AVID2#page1.tif

ASSIGNMENT OF TRADEMARKS

STATE OF COLORADO)
COUNTY OF DENVER)

WHEREAS, Avid L.L.C., a limited liability company duly organized and existing under the laws of the state of Colorado, United States of America with its principal place of business at 2875 W. Oxford Avenue #7, Englewood, Colorado 80110, United States of America, has adopted, used, and is using the trademarks (1) which are registered in (2) under Registration No. (3), respectively, in the US.

UNITED STATES OF AMERICA

(1) <u>TRADEMARK</u>	(2) <u>GOODS</u>	<u>COUNTRY</u>	(3) <u>REG. NO.</u>	<u>DATE OF REG.</u>
AVID (word)	Class 12	US	1,914,792	8/29/1995
AVID (design)	Class 12	US	1,923,549	10/3/1995
SPEED DIAL	Class 12	US	2,036,130	2/4/1997
SINGLE DIGIT	Class 12	US	2,120,535	12/9/1997
FLAK JACKET	Class 12	US	2,303,873	12/28/1999
ARCH RIVAL	Class 12	US	2,382,371	9/5/2000
FULL METAL JACKET	Class 12	US	2,554,055	3/26/2002
BLACK OPS	Class 12	US	2,580,433	6/11/2002


WHEREAS, SRAM Corporation, a corporation duly organized and existing under the laws of the state of Illinois, with its principal place of business at 1333 N. Kingsbury St., 4th Floor, Chicago, Illinois 60622, is desirous of acquiring said marks and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Avid, L.L.C. does hereby assign unto said SRAM Corporation all rights, title and interest in and to the said marks, together the good will of the business symbolized by the marks and the registrations thereof.

This Assignment of Trademarks may be executed in counterparts, each of which shall be deemed an original and both of which together shall constitute one and the same instrument.


AVID, L.L.C.

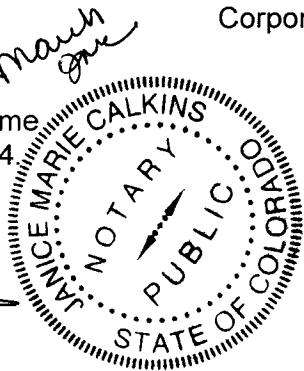
SRAM CORPORATION

By: 
Wayne R. Lumpkin
Manager of Avid, L.L.C.

By: _____
Brian W. Benzer
Corporate Secretary of SRAM Corporation

Subscribed to and sworn to before me
This 16th day of April, 2004.


Notary Public



ASSIGNMENT OF TRADEMARKS

STATE OF COLORADO)
)§
COUNTY OF DENVER)

WHEREAS, Avid L.L.C., a limited liability company duly organized and existing under the laws of the state of Colorado, United States of America with its principal place of business at 2875 W. Oxford Avenue #7, Englewood, Colorado 80110, United States of America, has adopted, used, and is using the trademarks (1) which are registered in (2) under Registration No. (3), respectively, in the US.

UNITED STATES OF AMERICA

(1) <u>TRADEMARK</u>	(2) <u>GOODS</u>	<u>COUNTRY</u>	(3) <u>REG. NO.</u>	<u>DATE OF REG.</u>
AVID (word)	Class 12	US	1,914,792	8/29/1995
AVID (design)	Class 12	US	1,923,549	10/3/1995
SPEED DIAL	Class 12	US	2,036,130	2/4/1997
SINGLE DIGIT	Class 12	US	2,120,535	12/9/1997
FLAK JACKET	Class 12	US	2,303,873	12/28/1999
ARCH RIVAL	Class 12	US	2,382,371	9/5/2000
FULL METAL JACKET	Class 12	US	2,554,055	3/26/2002
BLACK OPS	Class 12	US	2,580,433	6/11/2002

WHEREAS, SRAM Corporation, a corporation duly organized and existing under the laws of the state of Illinois, with its principal place of business at 1333 N. Kingsbury St., 4th Floor, Chicago, Illinois 60622, is desirous of acquiring said marks and the registration thereof;


NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Avid, L.L.C. does hereby assign unto said SRAM Corporation all rights, title and interest in and to the said marks, together the good will of the business symbolized by the marks and the registrations thereof.

This Assignment of Trademarks may be executed in counterparts, each of which shall be deemed an original and both of which together shall constitute one and the same instrument.

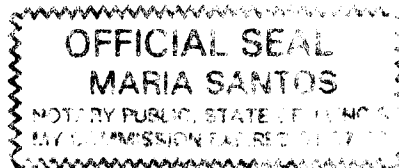
AVID, L.L.C.


SRAM CORPORATION

By: _____
Wayne R. Lumpkin
Manager of Avid, L.L.C.

By: 
Brian W. Benzer
Corporate Secretary of SRAM Corporation

Subscribed to and sworn to before me
This 8th day of March, 2004.





Notary Public