

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NHS, Inc.		09/23/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Santa Cruz Bicycles, Inc.
Street Address:	104 Bronson Street #22
City:	Santa Cruz
State/Country:	CALIFORNIA
Postal Code:	95062
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2212031	SANTA CRUZ

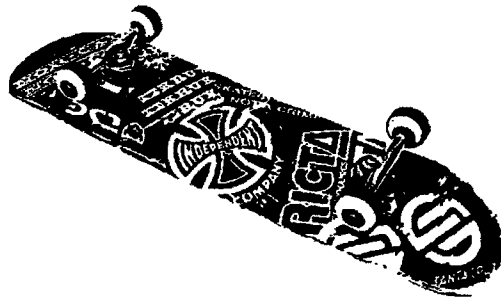
CORRESPONDENCE DATA	
Fax Number:	(408)558-9960
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	4085589950
Email:	michaelh@iplo.com
Correspondent Name:	Michael J. Hughes
Address Line 1:	1901 South Bascom Avenue, Suite 660
Address Line 4:	Campbell, CALIFORNIA 95008

ATTORNEY DOCKET NUMBER:	21332.200102
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NAME OF SUBMITTER:	Michael J. Hughes
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Total Attachments: 1 source=scanned 2#page1.tif
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**Acknowledgement of Assignment of Trademark Rights**

WHEREAS, NHS, Inc., with its address at P.O. Box 2718, Santa Cruz, California 95063-2718 (Assignor), is the record owner of all right, title and interest in the trademarks **SANTA CRUZ** word mark for bicycles, in class 012, as reflected in Registration No. 2,212,031, issued on 22 December 1998; and

WHEREAS, Robert Denike acknowledges that he is the President of NHS, Inc., and confirms that he is authorized to execute this Acknowledgement of Assignment on behalf of Assignor; and


WHEREAS Santa Cruz Bicycles, Inc. of 104 Bronson Street #22, Santa Cruz, California 95062 is the successor in interest to all of the assets of Assignor and business with respect to bicycles, including the goodwill and that portion of the business relating to the above-identified trademark, as of March 2002;

NOW, THEREFORE, the Assignor, hereby formally assigns, and confirms and acknowledges the assignment of, all right, title and interest in and to the **SANTA CRUZ** word mark and to the US Registration No. 2,212,031 set forth above to Santa Cruz Bicycles, Inc., as a part of the succession of interest set forth above.

Executed at NHS, Inc. 104 Bronson St. SC, this 13 day of September, 2004.

NHS, Inc.

By

  
Robert A Denike, President

nhs, inc. p.o. box 2718 santa cruz, ca 95063-2718  
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