

## 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
American Recreation Company, Inc.		06/11/1998	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

Name:	Bell Sports, Inc.
Street Address:	6350 San Ignacio Avenue
City:	San Jose
State/Country:	CALIFORNIA
Postal Code:	95119
Entity Type:	CORPORATION: CALIFORNIA

## PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	1395502	CPC
Registration Number:	1455159	CURB CRUISER
Registration Number:	1447105	CYCLOTECH
Registration Number:	1373676	FOLD N' STOR
Registration Number:	1371220	REV
Registration Number:	1507998	SIDELIGHTS

## CORRESPONDENCE DATA

Fax Number: (714)755-8290

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Email: ipdocket@lw.com

Correspondent Name: Latham &amp; Watkins LLP

Address Line 1: 650 Town Center Drive

Address Line 2: Suite 2000

Address Line 4: Costa Mesa, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:

022411-0328

TRADEMARK

900013987

REEL: 002957 FRAME: 0186

OP \$165.00 1395502

NAME OF SUBMITTER:

Rhonda DeLeon

Total Attachments: 3

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TRADEMARK

REEL: 002957 FRAME: 0187

## ASSIGNMENT OF TRADEMARKS

*THIS ASSIGNMENT OF TRADEMARKS* (this "Assignment"), dated as of June 11, 1998, is from AMERICAN RECREATION COMPANY, INC., a Delaware corporation ("Assignor"), to BELL SPORTS, INC., a California corporation ("Assignee"), located at 6350 San Ignacio Avenue, San Jose, California 95119.

### W I T N E S S E T H :

*WHEREAS*, Assignor desires to assign to Assignee all right, title and interest in and to the United States trademark registrations listed in Exhibit A attached hereto (collectively, the "Trademarks"), together with any and all goodwill of the business associated with the Trademarks; and

*WHEREAS*, Assignee desires to acquire the Trademarks and all goodwill of the business associated therewith from Assignor; and

*WHEREAS*, Assignor and Assignee desire to confirm of record the assignment of the Trademarks to Assignee;

*NOW, THEREFORE*, for \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

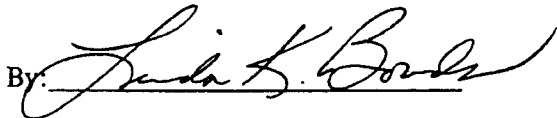
1. Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with (i) the goodwill of the business symbolized by the Trademarks and (ii) all causes of action, claims and demands and other rights to, or arising from, the Trademarks, and any infringement, including past infringements, of the Trademarks.

2. Assignor further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Trademarks and all other rights hereby conveyed.

*IN WITNESS WHEREOF*, the parties have caused this Agreement to be duly executed by their respective authorized officers, all as of the day and year first above written.

#### ASSIGNOR:

AMERICAN RECREATION COMPANY, INC.

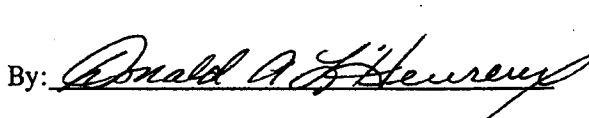
By: 

Title: Secretary and Treasurer

Printed Name: Linda K. Bounds

#### ASSIGNEE:

BELL SPORTS, INC.

By: 

Title: Vice President, Corporate Affairs

Printed Name: Donald A. L'Heureux

State of California

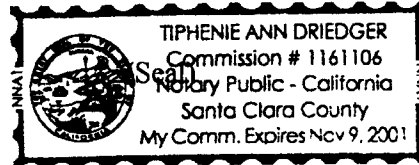
County of Santa Clara

On this 11<sup>th</sup> day of June, 1998 personally appeared before me, Linda K. Bounds, Secretary and Treasurer of American Recreation Company, Inc., known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the same in her authorized capacity.

In Witness Whereof, I have hereunto set my hand and affixed my official seal the day and year first above written.

Signature Tiphenie Ann Driedger  
Notary Public

My Commission Expires: 11-9-01



State of California

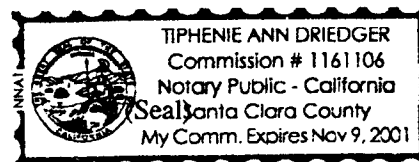
County of Santa Clara

On this 11<sup>th</sup> day of June, 1998 personally appeared before me, Donald A. L'Heureux, Vice President of Corporate Affairs of Bell Sports, Inc., known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity.

In Witness Whereof, I have hereunto set my hand and affixed my official seal the day and year first above written.

Signature Tiphenie Ann Driedger  
Notary Public

My Commission Expires: 11-9-01



**EXHIBIT "A"****Registrations**

<b>Country</b>	<b>Mark</b>	<b>Reg. No.</b>	<b>Issue Date</b>
United States	BIKEXTRAS (STYLIZED)	1,638,143	03-19-91
United States	BIKEXTRAS (STYLIZED)	1,751,170	02-09-93
United States	BIKE EXTRAS (STYLIZED)	1,225,726	02-01-83
United States	BIKEXTRAS CYCLE PRODUCTS CO. & DESIGN	1,860,847	11-01-94
United States	BIKE AMMO	1,645,132	05-21-91
United States	BIKE BEARS	1,558,762	10-03-89
United States	BIKE BEARS (STYLIZED)	1,565,444	11-14-89
United States	BIOTEX	1,589,874	04-03-90
United States	BULLET	1,794,353	09-21-93
United States	CPC & DESIGN	1,395,502	06-03-86
United States	CPC CYCLE PRODUCTS CO. & DESIGN	1,993,978	08-13-96
United States	CLICK RACK	1,914,324	08-22-95
United States	COPPER CANYON CYCLING	1,920,573	09-19-95
United States	CURB CRUISER	1,455,159	09-01-87
United States	CYCLOTECH	1,447,105	07-14-87
United States	DESIGN OF BEAR CHARACTER	1,912,845	08-15-95
United States	DORCY	1,454,780	09-01-87
United States	FOLD N' STOR	1,373,676	12-03-85
United States	HEADLOCK	1,874,550	01-17-95
United States	PARADOX	1,977,261	05-28-96
United States	REV & DESIGN	1,371,220	11-19-85
United States	RIVAL	1,977,262	05-28-96
United States	SASQUATCH	1,977,260	05-28-96
United States	SIDELIGHTS	1,507,998	10-11-88
United States	TEAM CYCLE	1,326,594	03-26-85
United States	THRILLER	1,786,112	08-03-93