

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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
Shimano American Corporation		10/19/2004	CORPORATION:

RECEIVING PARTY DATA	
Name:	Shimano Inc.
Street Address:	3-77 Oimatsu-cho
City:	Sakai, Osaka
State/Country:	JAPAN
Postal Code:	590-8577
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Registration Number:	2617617	SHIMANO MULTI SERVICE
Registration Number:	2625926	SHIMANO DIRECT
Registration Number:	2493168	PURE SHIMANO GUTS
Serial Number:	78453071	SHIMANO AUTHORIZED INTERNET RETAILER
Serial Number:	78453079	SHIMANO AUTHORIZED MAIL ORDER RETAILER

CORRESPONDENCE DATA	
Fax Number:	(801)328-1707
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	801-533-9800
Email:	rgilmore@wnlaw.com
Correspondent Name:	Richard C. Gilmore
Address Line 1:	60 East South Temple
Address Line 2:	1000 Eagle Gate Tower
Address Line 4:	Salt Lake City, UTAH 84111

ATTORNEY DOCKET NUMBER:	15145.0
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DOMESTIC REPRESENTATIVE	<b>TRADEMARK</b>
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**OP \$140.00 2617617**

Name: Richard C. Gilmore  
Address Line 1: 60 East South Temple  
Address Line 2: 1000 Eagle Gate Tower  
Address Line 4: Salt Lake City, UTAH 84111

NAME OF SUBMITTER:

Richard C. Gilmore

Total Attachments: 3

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## TRADEMARK ASSIGNMENT

This Assignment is by and between Shimano American Corporation ("Assignor"), a corporation duly organized and existing under the laws of California, having a principal place of business at One Holland, Irvine, CA 92618, and Shimano Inc. ("Assignee"), a corporation duly organized and existing under the laws of Japan, having a principal place of business at 3-77 Oimatsu-cho, Sakai Osaka 590-8577 Japan.

WHEREAS, Assignor has adopted, used and is using the Marks listed in Schedule A;

WHEREAS, Assignor has acquired goodwill associated with and symbolized by the Marks, and has not abandoned the same;

WHEREAS, Assignor is the owner, as reflected by the records of the United States Patent and Trademark Office, of pending U.S. trademark applications and issued U.S. trademark registrations listed in Schedule A directed to the Marks;

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks, the goodwill associated with and symbolized by the Marks, the applications and registrations directed to the Marks, and the right to sue for past infringement thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee all right, title and interest in and to the Marks, together with the goodwill associated with and symbolized by the Marks, the applications and registrations directed to the Marks, and the right to sue for past infringement thereof.

SHIMANO AMERICAN CORPORATION  
("ASSIGNOR")

Date: 19<sup>th</sup> October 2004

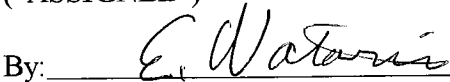
By: 

Printed Name: SUE D. ALLAN

Title: VICE PRESIDENT

SHIMANO INC.  
("ASSIGNEE")

Date: 14<sup>th</sup> Oct. 2004

By: 

Printed Name: ETSUYOSHI WATARAI

Title: VICE PRESIDENT

**SCHEDULE A**

**Issued United States Trademark Registrations**

<u>Mark</u> <u>Date</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Reg. No.</u>	<u>Reg.</u>
SHIMANO MULTI SERVICE	76/265,813	June 1, 2001	2,617,617	September 10, 2002
SHIMANO DIRECT	76/017,463	April 4, 2000	2,625,926	September 24, 2002
PURE SHIMANO GUTS & Design	75/667,912	March 24, 1999	2,493,168	September 25, 2001

**Pending United States Trademark Applications**

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
SHIMANO AUTHORIZED INTERNET RETAILER & Design	78/453,071	July 19, 2004
SHIMANO AUTHORIZED MAIL ORDER RETAILER & Design	78/453,079	July 19, 2004