

Form PTO-1594
(Rev. 03/01)
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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies):
Virginia Rhodes dba Cycle Shirts
601 40th Street, P.O. Box 382
Fairfield, AL 35064-2311

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: Sturgis Bike Week, Inc.
Internal
Address: P.O. Box 189

Street Address: 2611 Lazelle
City: Sturgis State: SD Zip: 57785-0189

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State South Dakota
 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: JAN. 11, 2005

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s) _____

Additional number(s) attached Yes No

B. Trademark Registration No.(s) 2,513,621;
2,852,377; and 2,662,191


5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: David L. Sigalow, Esq.
 Internal Address: Allen, Dyer, Doppelt, Milbrath & Gilchrist, P.A.
 Street Address: 255 South Orange Avenue
 Suite 1401
 City: Orlando State: FL Zip: 32801-3480

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:
010484

DO NOT USE THIS SPACE

9. Signature.
 DAVID L. SIGALOW  1/13/05
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document:
 Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent & Trademarks, Box Assignments
 Washington, D.C. 20231

CH \$90.00 010484 2513621

NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS VIRGINIA RHODES, an individual and citizen of the United States, d/b/a Cycle Shirts, whose address is 601 40th Street, P. O. Box 382, Fairfield, AL 35064-2311 (hereinafter "ASSIGNOR"), was the owner of U. S. Trademark Registrations as listed in Schedule A attached hereto (hereinafter the "Trademarks"), and

WHEREAS ASSIGNOR on October 19, 2004 did agree to assign all right, title and interest in the Trademarks to STURGIS BIKE WEEK, INC. (hereinafter "ASSIGNEE"), a South Dakota corporation, with its principal place of business at 2611 Lazelle, P.O. Box 189, Sturgis, SD 57785-0189, and

WHEREAS ASSIGNOR wishes to confirm and ratify said assignment of the Trademarks NUNC PRO TUNC as of October 19, 2004.

NOW, THEREFORE, ASSIGNOR, for good TEN DOLLARS (\$10.00) and other valuable consideration, receipt of which is hereby acknowledged, does hereby confirm and ratify said assignment as of October 19, 2004 to ASSIGNEE, of all right, title and interest it has in and to the Trademarks, together with the goodwill of the business symbolized thereby.

Date: Jan 11-05

Virginia Rhodes
Virginia Rhodes

SCHEDULE A**NUNC PRO TUNC TRADEMARK ASSIGNMENT**

MARK	REGISTRATION NO.
THE LEGEND LIVES ON	2,513,621
LIVE TO RIDE	2,852,377
NOT FOR A LONG TIME, BUT FOR A GOOD TIME	2,662,191