

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
Truvativ International Co. Ltd.		11/30/2005	CORPORATION: TAIWAN

RECEIVING PARTY DATA

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

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Serial Number:	78455777	ELITA
Serial Number:	78519393	RUKTION
Serial Number:	78691389	TRUVATIV
Registration Number:	2520658	FIREX
Registration Number:	2995203	FIVED
Registration Number:	2740520	GIGA PIPE
Serial Number:	78464915	HOLZFELLER
Registration Number:	2997999	HUSSEFELT
Registration Number:	2557366	ISIS DRIVE
Registration Number:	2995208	ISOFLOW
Registration Number:	2998232	LUFTALARM
Registration Number:	2997997	STYLO
Registration Number:	2997815	TOURO
Registration Number:	2821333	TRUVATIV

TRADEMARK

REEL: 003202 FRAME: 0104

900036974

OP \$390.00 78455777

Serial Number:

78464932

WAVO

CORRESPONDENCE DATA

Fax Number: (312)664-8826

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

Phone: 3126643650

Email: msantos@sram.com

Correspondent Name: SRAM Corporation

Address Line 1: 1333 N. Kingsbury St., 4th Floor

Address Line 2: Maria Santos

Address Line 4: Chicago, ILLINOIS 60622

ATTORNEY DOCKET NUMBER:

TRU-ASSIGNMENTS

NAME OF SUBMITTER:

Milan Milosevic

Signature:

/mm/

Date:

12/01/2005

Total Attachments: 3

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ASSIGNMENT

THIS ASSIGNMENT is made the 30th day of November, Two Thousand and Five (2005) BETWEEN Truvativ International Co. Ltd., a company incorporated in Taiwan, Republic of China of No. 11, Lane 187, Hsi Hu Road, Taichung Hsien Ta Li City, Taiwan R.O.C. (hereinafter called "the Assignor") of the one part and SRAM Corporation, an Illinois corporation incorporated in the United States of America of 1333 N. Kingsbury, 4th Floor, Chicago, Illinois 60622, United States of America (hereinafter called "the Assignee") of the other part.

WHEREAS the Assignor is the Proprietor of and the owner of the goodwill in the United States of America of the trade marks, "ELITA", "FIREX", "FIVED", "GIGA PIPE", "HOLZFELLER", "HUSSEFELT", "ISIS DRIVE" (design), "ISOFLOW", "LUFTALARM", "RUKTION", "STYLO", "TOURO", "TRUVATIV", "TRUVATIV" (design) and "WAVO" particulars whereof are set out below (hereinafter referred to as "the said Trade Marks") :-

<u>TRADE MARK</u>	<u>APPLICATION NO.</u>	<u>CLASS</u>
ELITA	78/455,777	12
RUKTION	78/519,393	12
TRUVATIV & Device	78/691,389	12

<u>TRADE MARK</u>	<u>REGISTRATION NO.</u>	<u>CLASS</u>
FIREX	2,520,658	12
FIVED	2,995,203	12
GIGA PIPE	2,740,520	12
HOLZFELLER	3,001,692	12
HUSSEFELT	2,997,999	12
ISIS DRIVE (design)	2,557,366	12
ISOFLOW	2,995,208	12
LUFTALARM	2,998,232	12
STYLO	2,997,997	12
TOURO	2,997,815	12
TRUVATIV	2,821,333	12
WAVO	3,001,693	12

AND WHEREAS the Assignor has agreed for the consideration hereinafter appearing to assign and transfer unto the Assignee the said Trade Marks together with the whole of the goodwill of the business in the goods to which the said Trade Marks is applied.

NOW THIS ASSIGNMENT WITNESSETH as follows:

In pursuance of the said agreement and in consideration of the premises and of the sum of one US dollar (\$1.00), the receipt and sufficiency whereof the Assignor hereby acknowledges, the Assignor as legal and beneficial owner **HEREBY ASSIGNS AND TRANSFERS ABSOLUTELY** unto the Assignee the benefits of the application for Registration of the said Trade Marks and of any use prior to the registration of the said Trade Marks in relation to the goods and all its property right title and interest in and to the said Trade Marks in the United States of America, including all statutory and common law rights attaching thereto and the right to sue for past infringements including passing off and to retain any damages, interest, profits and costs awarded, together with the whole of the goodwill attaching to the said Trade Marks and the goodwill of the business in the goods to which the said Trade Marks is applied, **TO HOLD USE EXERCISE AND ENJOY** the said Trade Marks unto the Assignee its successors and assigns absolutely.

SUBJECT TO THE AFORESAID, a person who is not a party to this Assignment shall have no right under the Contracts (Rights of Third Parties) Act to enforce any of its terms.

IN WITNESS WHEREOF the parties hereto have hereunto respectively executed the day and year first above written.

SIGNED FOR AND ON BEHALF OF)

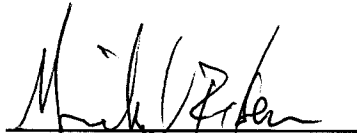
Truvativ International Co. Ltd.)

) 
Name : Brian W. Benzer
Designation: Director

SIGNED FOR AND ON BEHALF OF


SRAM Corporation

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)
)



Name : Michael Herr

Designation: Vice President of
Finance, Accounting & Administration

 11/30/2005

Maria Santos – Notary Public, State of Illinois, USA

SEAL

