

**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
JESSE JAMES		01/01/2006	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	VANILLA GORILLA, L.P.
Composed Of:	COMPOSED OF 2002 JESSE JAMES FAMILY TRUST; WAY FAST WHITEY, INC.
Street Address:	6310 SAN VICENTE BLVD, SUITE 501
Internal Address:	C/O PARAGON BUSINESS MANAGEMENT
City:	LOS ANGELES
State/Country:	CALIFORNIA
Postal Code:	90048
Entity Type:	LIMITED PARTNERSHIP: CALIFORNIA

PROPERTY NUMBERS Total: 65

Property Type	Number	Word Mark
Registration Number:	2983704	JESSE'S GIRL
Registration Number:	2876859	WEST COAST CHOPPERS
Registration Number:	2862173	CHOPPERDOGS.COM
Registration Number:	2663062	CFL
Registration Number:	2666358	CHOPPERS FOR LIFE
Registration Number:	2876052	JESSE JAMES
Registration Number:	2666357	WEST COAST CHOPPERS
Registration Number:	2857193	JESSE JAMES
Registration Number:	2567280	JESSE JAMES
Registration Number:	2527474	WEST COAST CHOPPERS
Registration Number:	2616583	WEST COAST CHOPPERS
Registration Number:	2544298	JESSE JAMES

CH \$1640.00 2983704

Serial Number:	78647458	WEST COAST CHOPPERS
Serial Number:	78645783	WEST COAST CHOPPERS
Serial Number:	78738355	CFL
Serial Number:	78721435	JESSE WHO?
Serial Number:	78738490	CHOPPER CUTIE
Serial Number:	78738741	JESSE JAMES
Serial Number:	78738520	CHOPPERS FOR LIFE
Serial Number:	78738504	PAY UP SUCKER!
Serial Number:	78738264	PAY UP SUCKER!
Serial Number:	78795395	30
Serial Number:	78738736	WEST COAST CHOPPERS
Serial Number:	78738739	WEST COAST CHOPPERS
Serial Number:	78738729	WEST COAST CHOPPERS
Serial Number:	78738552	WEST COAST CHOPPERS
Serial Number:	78738538	LBC
Serial Number:	78738529	VANILLA GORILLA
Serial Number:	78738423	WEST COAST CHOPPERS
Serial Number:	78721758	WEST COAST CHOPPERS
Serial Number:	78647415	JESSE JAMES
Serial Number:	78645815	JESSE JAMES
Serial Number:	78645813	WEST COAST CHOPPERS
Serial Number:	78645811	WEST COAST CHOPPERS
Serial Number:	78645807	WEST COAST CHOPPERS
Serial Number:	78645802	JESSE JAMES
Serial Number:	76435685	
Serial Number:	76630097	JESSE WHO?
Serial Number:	76630096	WEST COAST CHOPPERS
Serial Number:	76492970	CHOPPER DOGS
Serial Number:	76561135	3-O'S
Serial Number:	76630098	PAY UP SUCKER!
Serial Number:	76513362	JESSE WHO?
Serial Number:	76500539	SATAMBULANCE
Serial Number:	76562045	VANILLA GORILLA
Serial Number:	76562049	TREINTAS
Serial Number:	76562047	VANILLA GORILLA

Serial Number:	76562046	VANILLA GORILLA
Serial Number:	76561137	TRE'S
Serial Number:	76561134	THIRTYS
Serial Number:	76558893	WEST COAST CHOPPERS
Serial Number:	76545069	JESSE JAMES
Serial Number:	76545065	CHOPPERS FOR LIFE
Serial Number:	76543643	WEST COAST CHOPPERS
Serial Number:	76543642	JESSE JAMES
Serial Number:	76543639	WEST COAST CHOPPERS
Serial Number:	76543634	JESSE JAMES
Serial Number:	76500541	SATAMBULANCE
Serial Number:	76500540	SATAMBULANCE
Serial Number:	76484115	WEST COAST CHOPPERS BUNCH
Serial Number:	76466799	LONG BEACH LOW RIDER REPAIR
Serial Number:	76448469	FREE JESSE JAMES
Serial Number:	76443339	FREE JESSE JAMES
Serial Number:	76436432	
Serial Number:	76436431	

**CORRESPONDENCE DATA**

Fax Number: (310)860-0363  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 310-248-3830  
Email: ESCHWIMMER@KMWLAW.COM  
Correspondent Name: ANTHONY M. KEATS, ESQ.  
Address Line 1: 9720 WILSHIRE BLVD., PENTHOUSE  
Address Line 4: BEVERLY HILLS, CALIFORNIA 90212

ATTORNEY DOCKET NUMBER:	10238-00002 ASSIGNMENT
NAME OF SUBMITTER:	ANTHONY M. KEATS, ESQ.
Signature:	/AK/
Date:	06/05/2006

Total Attachments: 3  
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## TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Agreement") is effective as of the 1<sup>st</sup> day of January, 2006 (the "Effective Date") by and between Jesse James, an individual, ("JJ") and Vanilla Gorilla L.P., a California limited partnership, ("VG").

WHEREAS, JJ is the owner of the trademarks specified in Schedule A attached hereto including, without limitation, the goodwill associated with and symbolized by such trademarks, common law rights and trade name rights (collectively, the "Trademarks");

WHEREAS, West Coast Choppers, Inc., ("WCC") has the right to (i) use the Trademarks solely in connection with WCC's business activities, (ii) grant a sublicense of certain of the Trademarks to Way Fast Whitey, Inc. ("WFW") in connection with the license granted under that certain Retail License Agreement, dated as of November 11, 2003, by and between WFW and Mad Engine, Inc. for so long as the Retail License Agreement remains in effect, and (iii) use the Trademarks in connection with an existing business relationship between WCC and Anthill Trading Ltd. LLC until the termination of such business relationship (collectively, the "WCC Rights"); and

WHEREAS, VG desires to acquire, and JJ desires to assign to VG, all right, title and interest in and to the Trademarks, excluding the WCC Rights, in accordance with the terms of this Agreement.

NOW, THEREFORE, in consideration of VG's payment to JJ in the amount of TEN DOLLARS (\$10), the receipt of which is hereby acknowledged, the parties hereby agree as follows:


1. Assignment. JJ hereby irrevocably assigns, transfers and conveys to VG, and VG hereby accepts, all of JJ's right, title and interest in and to the Trademarks and any and all other trademarks, service marks and trade names, along with the goodwill associated with each trademark, service mark and trade name, in which JJ may acquire rights in the future and any and all intellectual property and proprietary rights therein now in existence or hereinafter arising anywhere in the world, together with all registrations and registration applications and the right to sue or bring other actions for past, present and future infringement thereof, subject to the WCC Rights, (collectively, the "Assigned Rights"). Upon termination or expiration of any of the WCC Rights, all such rights shall be automatically assigned to VG without any additional consideration and shall be deemed Assigned Rights hereunder.

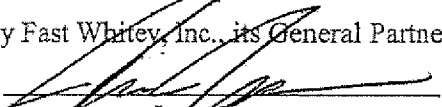
2. Further Assurances. JJ agrees to (i) cooperate with VG in the filing and prosecution of any and all trademark or other intellectual property registrations or applications pertaining to the Trademarks; (ii) execute, verify, acknowledge and deliver all such further papers, including applications and instruments of transfer; and (iii) perform such other acts as VG lawfully may request, to facilitate VG's right to obtain, protect, maintain, defend and/or enforce any of the Assigned Rights. In the event that VG is unable for any reason whatsoever to secure JJ's signature to any document when so required to effectuate fully the assignment of the Assigned Rights hereunder, JJ hereby irrevocably designates and appoints VG and VG's duly authorized officers and agents, with full power of substitution, as JJ's agents and attorneys-in-

fact to act for and on its behalf and instead of it, to execute and file any such document and to do all other lawfully permitted acts to further the purposes of the foregoing, with the same legal force and effect as if executed by JJ.

3. Miscellaneous. This Agreement shall be governed by and enforced in accordance with the laws of the State of California, without giving effect to any conflicts of law principles. This Agreement shall be binding on, and shall inure to the benefit of, the parties hereto and their respective heirs, devisees, successors and assigns. Each party represents that it has taken all necessary action to authorize the execution and delivery of this Agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the Effective Date.

  
\_\_\_\_\_  
Jesse James  
Date: \_\_\_\_\_

**VANILLA GORILLA L.P.**  
By Way Fast Whitey, Inc., its General Partner  
By   
\_\_\_\_\_  
Jesse James  
President  
Date: \_\_\_\_\_

SCHEDULE A

Trademarks

CFL  
CFL & Design  
CFL SKULL & Design  
CHOPPER DOGS  
CHOPPERDOGS.COM  
CHOPPERS FOR LIFE  
EL DIABLO  
FREE JESSE JAMES  
Iron Cross Design  
JESSE'S GIRL  
JESSE JAMES  
JESSE WHO?  
LBC  
LONG BEACH LOW RIDER REPAIR  
PAY UP SUCKER!  
PAY UP SUCKER! & Design  
SATAMBULANCE  
TRE'S  
TRIENTAS  
30'S  
THREE O'S  
THIRTYS  
WEST COAST CHOPPERS  
WEST COAST CHOPPERS & Design  
WEST COAST CHOPPERS BUNCH  
VANILLA GORILLA