

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
Bell China Investments, Inc.		12/14/2006	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Bell Sports, Inc.		
Street Address:	6225 North State Highway 161		
Internal Address:	Suite 300		
City:	Irving		
State/Country:	TEXAS		
Postal Code:	75038		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1558930	NO-MOR FLATS	
Registration Number:	1927643	NO-MOR FLATS	
Registration Number:	1559729	NO-MORFLATS	
CORRESPONDENCE DATA			
Fax Number:	(214)777-4299		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	2147774200		
Email:	kvecera@krcl.com		
Correspondent Name:	Patrick V. Stark		
Address Line 1:	1601 Elm Street, Suite 3700		
Address Line 4:	Dallas, TEXAS 75201		
ATTORNEY DOCKET NUMBER:	44860.02		
NAME OF SUBMITTER:	Patrick V. Stark		

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TRADEMARK
REEL: 003444 FRAME: 0541

Signature:	/Patrick V. Stark/
Date:	12/14/2006
Total Attachments: 1 source=assignment2#page1.tif	

Internal Assignment of Registered Trademarks

WHEREAS, Bell China Investments, Inc., a Texas corporation, having its principal offices at 6225 North State Highway 161, Suite 300, Irving, Texas 75038, has used, is using and is the owner of the following trademarks now registered in the United States Patent and Trademark Office and the State of New Mexico, respectively:

<u>USPTO Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
"No-Mor Flats"	1558930	October 3, 1989
"No-Mor Flats"	1927643	October 17, 1995
"No-Mor Flats" (Design)	1559729	October 10, 1989

<u>State of New Mexico Trademark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
"Safe T Seal"	TK 05090902	September 9, 2005

and WHEREAS, Bell Sports, Inc., a California Corporation, has acquired the trademarks and appurtenant goodwill of said Bell China Investments, Inc.,

NOW, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Bell China Investments, Inc. hereby assigns to Bell Sports, Inc. all right, title and interest in and to said trademarks and said registrations therefor, together with the goodwill of the business symbolized by said trademarks and the registrations thereof.

Signed at 3:00pm this 14th day of December, 2006.

BELL CHINA INVESTMENTS, INC.

By: William D. Fry

Name: William D. Fry

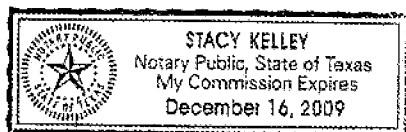
Title: President

STATE OF Texas

COUNTY OF TARRANT

On 14th Dec., 2006 before me, Stacy Kelley, personally appeared William D. Fry, proved to me on the basis of satisfactory evidence 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, and that by his signature on the instrument the person, or entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.



Stacy Kelley
Signature of Notary

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