

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
Santa Cruz Bicycles, Inc.		05/08/2007	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Swobo Bicycles, Inc.		
Street Address:	480 Gate 5 Rd. #325A		
City:	Sausalito		
State/Country:	CALIFORNIA		
Postal Code:	94965		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78450156	SWOBO	
CORRESPONDENCE DATA			
Fax Number:	(408)558-9960		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	408-558-7890		
Email:	efiler@iplo.com, michaelh@iplo.com		
Correspondent Name:	Michael J Hughes		
Address Line 1:	1901 South Bascom Avenue		
Address Line 2:	Suite 660		
Address Line 4:	Campbell, CALIFORNIA 95008		
ATTORNEY DOCKET NUMBER:	60837.2001.02		
NAME OF SUBMITTER:	Michael J. Hughes		
Signature:	/MJH18/		
Date:	05/09/2007		

OP \$40.00 78450156

Total Attachments: 1
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Assignment of Trademark Rights

WHEREAS, Santa Cruz Bicycles, Inc. ("SCBI") of 104 Bronson Street #22, Santa Cruz, California 95062 (Assignor), is the record owner of all right, title and interest in the trademark **SWOBO** word mark for *bicycles and frames for bicycles*, in class 012, as reflected in Application No. 78/450156, filed on 06 September 2005, and for which a Statement of Use was submitted on 27 April 2007; and

WHEREAS, Rob Roskopp acknowledges that he is President of SCBI and confirms that he is authorized to execute this Assignment on behalf of Assignor;

WHEREAS Swobo Bicycles, Inc. of 480 Gate 5 Rd. #325A, Sausalito, California 94965 has operated as a joint operator and licensee of SCBI and is, as of the date of this Assignment, the successor in interest to all of the goodwill and business of Assignor with respect to SWOBO bicycles; and

WHEREAS Swobo Bicycles, Inc. is an affiliated company to Swobo, Inc. of the same address which operates with respect to clothing and other products.

NOW, THEREFORE, the Assignor, hereby formally assigns, and confirms and acknowledges the assignment of, all right, title and interest in and to the **SWOBO** word mark for bicycles and frames for bicycles in class 012 and to the US Application No. 78/450156 and any registration issuing therefrom set forth above to Swobo Bicycles, Inc., as a part of the succession of interest set forth above.

Executed at Santa Cruz, California, this 8 day of MAY, 2007.

Santa Cruz Bicycles, Inc.

By



Rob Roskopp