

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	09/24/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Peloton Sports, Inc.		10/02/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Fondriest Commerciale S.r.l.
Street Address:	Via Trento n. 134
City:	Cles
State/Country:	ITALY
Entity Type:	LIMITED LIABILITY COMPANY: ITALY

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2816285	FONDRIEST
Registration Number:	2816284	FONDRIEST
Registration Number:	2831868	TITAN LEVEL
Registration Number:	2831867	TOP CARBON
Registration Number:	2824997	TOP LEVEL
Registration Number:	2859956	STATUS CARB
Registration Number:	2899351	DOMINA
Registration Number:	2742086	DON RACER
Registration Number:	2742083	CARB LEVEL

CORRESPONDENCE DATA

Fax Number: (203)335-6779
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 203-366-3560
 Email: wjspatent@aol.com

CH \$240.00 2816285

Correspondent Name: William J. Sapone
Address Line 1: Coleman Sudol Sapone P.C.
Address Line 2: 714 Colorado Avenue
Address Line 4: Bridgeport, CONNECTICUT 06605

ATTORNEY DOCKET NUMBER:

242/9-2451

DOMESTIC REPRESENTATIVE

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

William J. Sapone

Signature:

/WJS/

Date:

10/10/2007

Total Attachments: 2
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), effective as of the 24th day of September, 2007, is from Peloton Sports, Inc., a Delaware Corporation with a principal place of business at 9620 Timber Hawk Circle #24, Highlands Ranch, CO. 80126 ("Assignor"), to FONDRIEST COMMERCIALE Srl, having an address at Via Trento n. 134, Cles, ITALY ("Assignee").

WHEREAS, Assignor has adopted, has used, is using, and is the owner of the trademarks shown on Exhibit A attached hereto, and made a part hereof (the "Trademarks"); and

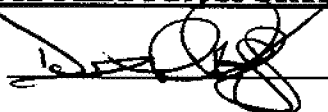
WHEREAS, Assignee wishes to acquire from Assignor the entirety of Assignor's right, title and interest in and to such Trademarks, including, but not limited to, the goodwill symbolized thereby, and Assignor desires to assign such Trademarks, and goodwill to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee, its successors and assigns forever, Assignor's entire right, title and interest in, to the Trademarks, and the goodwill of the business symbolized thereby. This assignment includes all statutory and/or common law rights and/or foreign trademark rights for such Trademarks, and any and all rights to contest, protest or sue at law or in equity for any infringement, imitation, impairment, distortion, dilution or other unauthorized use or conduct in derogation of the Trademarks, including the right to receive all proceeds and damages therefrom. This Assignment includes all rights to obtain registrations and/or renewals of registration or other legal protections pertaining to the Trademarks.

Assignee, its successors and assigns, shall hold the rights to the foregoing for and during the existence of such Trademarks, and all renewals thereof, as fully and as entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed.

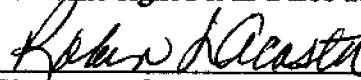
ASSIGNOR: PELOTON SPORTS, INC.

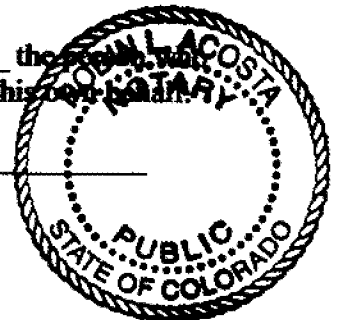
Signature: 

Printed Name: Donn Kellogg

State of Colorado)
: SS
County of Douglas)

On this 2nd day of October 2007 before me appeared Donn Kellogg the person who signed this instrument, who acknowledged that he/she signed it as a free act on his own behalf.


Signature of Notary Public



My Commission Expires 07/24/2010

EXHIBIT A
TRADEMARKS

MARK	SERIAL NO.	REGISTRATION NO.	FILING DATE	REGISTRATION DATE	STATUS
FONDRIEST	76/445,966	2,816,285	August 30, 2002	February 24, 2004	Registered
FONDRIEST	78/396,094	2,816,284	August 30, 2002	February 24, 2004	Registered
TITAN LEVEL	78/167,246	2,831,868	September 24, 2002	April 13, 2004	Registered
TOP CARBON	78/167,243	2,831,867	September 24, 2002	April 13, 2004	Registered
TOP LEVEL	78/167,407	2,824,997	September 24, 2002	March 23, 2004	Registered
STATUS CARB	78/167,249	2,859,956	September 24, 2002	July 6, 2004	Registered
DOMINA	78/167,229	2,899,351	September 24, 2002	November 2, 2004	Registered
DON RACER	78/167,414	2,742,086	September 24, 2002	July 29, 2003	Registered
CARB LEVEL	78/167,226	2,742,083	September 24, 2002	July 29, 2003	Registered

