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
Trek Bicycle Corporation		12/06/2007	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	Societe Du Tour De France
Street Address:	2, rue Rouget De Lisle SSY
City:	Les Moulineaux
State/Country:	FRANCE
Postal Code:	92130
Entity Type:	CORPORATION: FRANCE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2514791	MAILLOT JAUNE

CH $40.00 2514791

CORRESPONDENCE DATA

Fax Number: (202)293-7860
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 202-293-7060
Email: tm@sughrue.com
Correspondent Name: Leigh Ann Lindquist
Address Line 1: 2100 Pennsylvania Avenue, N.W.
Address Line 4: Washington, DISTRICT OF COLUMBIA 20037-3213

ATTORNEY DOCKET NUMBER:	D1920

DOMESTIC REPRESENTATIVE

Name: Leigh Ann Lindquist
Address Line 1: 2100 Pennsylvania Avenue, N.W.
Address Line 4: Washington, DISTRICT OF COLUMBIA 20037

NAME OF SUBMITTER:	Leigh Ann Lindquist
Signature:	/leigh ann lindquist/
Date:	12/19/2007
Total Attachments: 1 source=Assmt TREK to Tour de France#page1.tif	

ASSIGNMENT

WHEREAS, Trek Bicycle Corporation ("Assignor"), a corporation organized under the laws of Wisconsin with an address at 801 West Madison Street, Waterloo, Wisconsin 53594, is the owner of the trademark MAILLOT JAUNE for bicycles, bicycle frames and bicycle structural parts, and Registration No. 2,514,791 in the United States ("The Mark"); and

WHEREAS, Societe Du Tour De France ("Assignee"), a corporation organized under the laws of France with an address at 2, rue Rouget De Lisle SSY Les Moulineaux FRANCE 92130, is desirous of acquiring all rights in and to the registration for The Mark, together with the goodwill symbolized by The Mark;

NOW, THEREFORE, in exchange for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in The Mark, together with the goodwill of the business symbolized by The Mark, in the United States.

TREK BICYCLE CORPORATION

By: Joseph R. Siefkes

Name: JOSEPH R. SIEFKES

Title: VP-FINANCE

Date: DECEMBER 6, 2007