TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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		05/15/2008	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	William J. Ferron
Street Address:	2075 Le Jardin Court
City:	Brookfield
State/Country:	WISCONSIN
Postal Code:	53045
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3029162	VELOGLIDE

CORRESPONDENCE DATA

Fax Number: (708)383-8897
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 708-383-8801
Email: docket@merz-law.com
Correspondent Name: Mary Catherine Merz
Address Line 1: 1140 Lake Street, Suite 304
Address Line 4: Oak Park, ILLINOIS 60301

ATTORNEY DOCKET NUMBER:	20196
NAME OF SUBMITTER:	Mary Catherine Merz
Signature:	/Mary Catherine Merz/
Date:	05/22/2008

OP $40.00 3029162

Total Attachments: 2
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ASSIGNMENT OF TRADEMARK

This Assignment of Trademark is made between (1)Trek Bicycle Corporation, a Wisconsin corporation having its principal place of business at 801 West Madison, Waterloo, Wisconsin 53594; and (2) William J. Ferron, an individual whose principal place of business is located at: 2075 L~~a~~e Jardin Court, Brookfield, WI 53045.

WHEREAS, Trek Bicycle Corporation ("Assignor") has adopted, owns and is using in its business the trademark VELOGLIDE which has been registered for the United States for goods in International Class 6 under U.S. Trademark Registration No. 3,029,162 ("the Trademark");

WHEREAS, William J. Ferron ("Assignee") is desirous of using the Trademark and acquiring the entire right, title and interest thereto, and the goodwill of the business symbolized thereby.

NOW, THEREFORE, in consideration of their mutual covenants, the parties agree as follows.

1. Assignor hereby sells, assigns, conveys and transfers unto Assignee all right, title and interest in, to and under the Trademark together with (a) all associated common law rights and non-registered rights, (b) the goodwill of the business symbolized thereby, and (c) all rights and privileges granted and secured thereby, including, without limitation, the corresponding U.S. trademark registration, the right to sue and recover for any past or continuing infringement of the Trademark, as well as the right to seek any and all remedies available at law or in equity;

2. all said right, title and interest shall be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment of Trademark had not been made.

~~TREK BICYCLE CORPORATION~~

Date: 5-15-08 By: William J. Ferron

Name: WILLIAM J. FERRON

Title: ASSIGNEE

Date:

Trek Bicycle Corporation

BY: Joseph R. Siefkes

Name: Joseph R. Siefkes

Title: VP Finance