

# TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mid-USA Cycle Parts, Inc.		03/01/2008	CORPORATION: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cioni, Inc.		
<b>Street Address:</b>	4937 Fyler Ave.		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63139		
<b>Entity Type:</b>	CORPORATION: MISSOURI		
<b>PROPERTY NUMBERS Total: 17</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2836697	POWER HOUSE PERFORMANCE SYSTEMS	
Registration Number:	2997544	POWER HOUSE	
Registration Number:	3228381	POWER HOUSE PERFORMANCE SYSTEMS	
Registration Number:	2990326	POWER HOUSE PERFORMANCE SYSTEMS	
Registration Number:	2883104	POWER HOUSE PERFORMANCE SYSTEMS PLUS	
Registration Number:	2978464	POWER HOUSE PERFORMANCE SYSTEMS	
Registration Number:	3221226	AMERICAN MOTORCYCLE HARDWARE	
Registration Number:	2887660	HARDBODY BY MID-USA	
Registration Number:	2776888	MID-USA MOTORCYCLE PARTS	
Registration Number:	2885042	V-FACTOR MOTORCYCLE PARTS	
Registration Number:	2758836	EN-CYCLE-PEDIA	
Registration Number:	2991579	POWER HOUSE PERFORMANCE SYSTEMS	
Registration Number:	2686571	E-CYCLE-PEDIA	
Registration Number:	2672774	POWER HOUSE PERFORMANCE SYSTEMS	

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**TRADEMARK**  
**REEL: 003857 FRAME: 0193**

Registration Number:	2185304	MID USA MOTORCYCLE PARTS PARTS FOR U.S.A. MADE MOTORCYCLES
Registration Number:	2128339	HARDBODY BY MID-USA
Registration Number:	2179897	POWER HOUSE PERFORMANCE SYSTEMS

#### CORRESPONDENCE DATA

Fax Number: (314)469-4850

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (314) 469-2610

Email: tmattorneyheller@aol.com

Correspondent Name: Annette P. Heller

Address Line 1: 14323 S. Outer Forty Dr.

Address Line 2: Suite 512 S

Address Line 4: Town & Country, MISSOURI 63017

ATTORNEY DOCKET NUMBER:	M280 004MI
NAME OF SUBMITTER:	Annette P. Heller
Signature:	/aph72met/
Date:	09/22/2008

#### Total Attachments: 6

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**ASSIGNMENT OF TRADEMARK, COPYRIGHT AND OTHER INTELLECTUAL  
PROPERTY**

THIS ASSIGNMENT OF TRADEMARK, COPYRIGHT AND OTHER INTELLECTUAL PROPERTY (the "**Assignment**") is entered into effective as of the 1<sup>st</sup> day of March, 2008 (the "**Effective Date**") by and among CIONI, INC., a Missouri corporation ("**Assignee**"), and MID-U.S.A. CYCLE PARTS, INC. ("**Parent**"), a Missouri corporation, and MID-USA OF CANADA MOTORCYCLE PARTS, INC. ("**Subsidiary**"), an Ontario, Canada corporation. For purposes of this Assignment, Parent and Subsidiary are sometimes collectively referred to hereinafter as the "**Assignor**".

**WITNESSETH:**

WHEREAS, Assignor has adopted and is the owner of the entire right, title and interest in and to the Trademark Application Nos. listed on Exhibit A, attached hereto and incorporated herein by reference, together with the goodwill associated therewith (the "**Trademarks**").

WHEREAS, Assignor has adopted and is the owner of the entire right, title and interest in and to the Copyright Registrations listed on Exhibit B, attached hereto and incorporated herein by reference, together with the goodwill associated therewith (the "**Copyrights**").

WHEREAS, Assignor has adopted and is the owner of the entire right, title and interest in and to the miscellaneous intellectual property listed on Exhibit C, attached hereto and incorporated herein by reference, together with the goodwill associated therewith (the "**Intellectual Property**").

WHEREAS, Assignee desires to acquire all rights, title and interest in the Trademarks, the Copyrights and the Intellectual Property and Assignor is willing to assign all of its rights, title and interest in the Trademarks, the Copyrights and the Intellectual Property to Assignee pursuant to the terms of that certain Asset Purchase Agreement dated as of March 1<sup>st</sup>, 2008 by and between the Assignor and Assignee (the "**Asset Purchase Agreement**").

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, and for valuable consideration, including the consideration set forth in the Asset Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged by the parties, the parties agree as follows:

1. Assignment of Trademarks. Assignor by these presents does hereby grant, bargain, assign, sell, convey, transfer and set over to Assignee, its successors and assigns, as of the Effective Date, Assignor's entire right, title and interest in the Trademarks, including the right to sue for past and present infringement, the same to be held and enjoyed by Assignee for its own use and for the use of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

2. Assignment of Copyrights. Assignor by these presents does hereby grant, bargain, assign, sell, convey, transfer and set over to Assignee, its successors and assigns, as of the Effective Date, Assignor's entire right, title and interest in the Copyrights, including the right to sue for past and present infringement, the same to be held and enjoyed by Assignee for its own use and for the use of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

3. Assignment of Intellectual Property. Assignor by these presents does hereby grant, bargain, assign, sell, convey, transfer and set over to Assignee, its successors and assigns, as of the Effective Date, Assignor's entire right, title and interest in the Intellectual Property, including the right to sue for past and present infringement, the same to be held and enjoyed by Assignee for its own use and for the use of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

4. Execution of Instruments. Assignor shall, at no cost to Assignor, execute and deliver such instruments and take such other actions as may be required and requested by Assignee to carry out the assignment made pursuant to this Assignment and as may be necessary to give Assignee the full benefit of this Assignment.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the Effective Date.

**Assignor:**

PARENT:

MID-U.S.A. CYCLE PARTS, INC.

By: 

Sandra Morrison, President

**Assignee:**

CIONI, INC.

By: 

John J. Stdko, President

SUBSIDIARY:

MID-USA OF CANADA MOTORCYCLE PARTS, INC

By: 

Sandra L. Morrison, President

Mid-USA Trademarks as of February 15, 2008 in United States & Canada

Trademark: **POWER HOUSE PERFORMANCE SYSTEMS & Eagle (IC 12)**

Reg.No. 2836697

Our File No.: M280/06 001TM01 / Federal / Affid Date: 04/27/09-10 / Ren Date: 04/27/14

Appln #/Date: 78/975076 / 09/28/01 Reg. #/Date: 2836697 / 04/27/04

Misc. Information:

Class No.: 12 Goods/Services: Wheel bearings for land vehicles

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **AMERICAN MOTORCYCLE HARDWARE & design** Reg.No. 3221226

Our File No.: M280/06 002TM02 / Federal / Affid Date: 03/27/12-13 / Ren Date: 03/27/17

Appln #/Date: 78/196404 / 12/19/02 Reg. #/Date: 3221226 / 03/27/07

Misc. Information:

Class No.: 7 Goods/Services: Motorcycle parts, namely...

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **HARDBODY BY MID-USA & design** Reg.No. 2887660

Our File No.: M280/06 003TM02 / Federal / Affid Date: 09/21/09-10 / Ren Date: 09/21/14

Appln #/Date: 78/196394 / 12/19/02 Reg. #/Date: 2887660 / 09/21/04

Misc. Information:

Class No.: 12 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **MID-USA MOTORCYCLE PARTS & design** Reg.No. 2776888

Our File No.: M280/06 004TM02 / Federal / Affid Date: 10/21/08-09 / Ren Date: 10/21/13

Appln #/Date: 78/116490 / 03/21/02 Reg. #/Date: 2776888 / 10/21/03

Misc. Information:

Class No.: 7 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **V-FACTOR MOTORCYCLE PARTS & design** Reg.No. 2885042

Our File No.: M280/06 005TM02 / Federal / Affid Date: 09/14/09-10 / Ren Date: 09/14/14

Appln #/Date: 78/116484 / 03/21/02 Reg. #/Date: 2885042 / 09/14/04

Misc. Information:

Class No.: 7 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **En-CYCLE-PEDIA** Reg.No. 2758836

Our File No.: M280/06 006TM02 / Federal / Affid Date: 09/02/08-09 / Ren Date: 09/02/13

Appln #/Date: 78/111171 / 02/26/02 Reg. #/Date: 2758836 / 09/02/03

Misc. Information:

Class No.: 35 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **E-CYCLE-PEDIA** Reg.No. 268571

Our File No.: M280/06 007TM01 / Federal / Affid Date: 02/11/08-09 / Ren Date: 02/11/13

Appln #/Date: 78/080871 / 08/23/01 Reg. #/Date: 268571 / 02/11/03

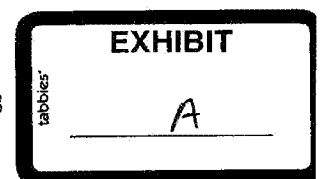
Misc. Information:

Class No.: 42 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

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Trademark: **POWER HOUSE** Reg.No. 2997544  
Our File No.: M280/06 008TM04 / Federal / Affid Date: 09/20/10-11 / Ren Date: 09/20/15  
Appln #/Date: 78/424923 / 05/25/04 Reg. #/Date: 2997544 / 09/20/05  
Misc. Information:  
Class No.: 12 Goods/Services:  
Owner: Mid-USA Cycle Parts, Inc.

Trademark: **POWER HOUSE PERFORMANCE SYSTEMS & design (IC 12)**  
Reg.No. 3228381  
Our File No.: M280/06 009TM03 / Federal / Affid Date: 04/10/12-13 / Ren Date: 04/10/17  
Appln #/Date: 78/257821 / 06/03/03 Reg. #/Date: 3228381 / 04/10/07  
Misc. Information:  
Class No.: 12 Goods/Services: Wheel bearings for motorcycles; Engines for motorcycles  
Owner: Mid-USA Cycle Parts, Inc.

Trademark: **POWER HOUSE PERFORMANCE SYSTEMS & design (IC 7)**  
Reg.No. 2990326  
Our File No.: M280/06 010TM03 / Federal / Affid Date: 08/30/10-11 / Ren Date: 08/30/15  
Appln #/Date: 78/247209 / 05/08/03 Reg. #/Date: 2990326 / 08/30/05  
Misc. Information:  
Class No.: 7 Goods/Services:  
Owner: Mid-USA Cycle Parts, Inc.

Trademark: **POWER HOUSE PERFORMANCE SYSTEMS PLUS & design**  
Reg.No. 2883104  
Our File No.: M280/06 011TM02 / Federal / Affid Date: 09/07/09-10 / Ren Date: 09/07/14  
Appln #/Date: 78/198851 / 12/31/02 Reg. #/Date: 2883104 / 09/07/04  
Misc. Information:  
Class No.: 9 Goods/Services:  
Owner: Mid-USA Cycle Parts, Inc.

Trademark: **POWER HOUSE PERFORMANCE SYSTEMS & design (IC 9)**  
Reg.No. 2978464  
Our File No.: M280/06 012TM02 / Federal / Affid Date: 07/26/10-11 / Ren Date: 07/26/15  
Appln #/Date: 78/198845 / 12/31/02 Reg. #/Date: 2978464 / 07/26/05  
Misc. Information:  
Class No.: 9 Goods/Services:  
Owner: Mid-USA Cycle Parts, Inc.

Trademark: **POWER HOUSE PERFORMANCE SYSTEMS & Eagle (IC 7)** Reg.No. 2991579  
Our File No.: M280/06 013TM02 / Federal / Affid Date: 09/06/10-11 / Ren Date: 09/06/15  
Appln #/Date: 78/085992 / 09/28/01 Reg. #/Date: 2991579 / 09/06/05  
Misc. Information:  
Class No.: 7 Goods/Services:  
Owner: Mid-USA Cycle Parts, Inc.

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Trademark: **POWER HOUSE PERFORMANCE SYSTEMS & Eagle (IC 12)**

Reg.No. 2672774

Our File No.: M280/06 014TM00 / Federal / Affid Date: 01/07/08-09 / Ren Date: 01/07/13

Appln #/Date: 76/088102 / 07/13/00 Reg. #/Date: 2672774 / 01/07/03

Misc. Information:

Class No.: 12 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **AMERICAN MOTORCYCLE HARDWARE & Eagle** Reg.No. 2403425

Our File No.: M280/06 015TM99 / Federal / Affid Date: 11/14/05-06 / Ren Date: 11/14/10

Appln #/Date: 75/646364 / 02/22/99 Reg. #/Date: 2403425 / 11/14/00

Misc. Information: Per Client on 07/12/06 - No 8&15

Class No.: 6, 8, 9, 12, 17, 20 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **POWER HOUSE PERFORMANCE SYSTEMS PLUS & Eagle** Reg.No. 2516483

Our File No.: M280/06 016TM00 / Federal / Affid Date: 12/11/06-07 / Ren Date: 12/11/11

Appln #/Date: 75/914360 / 02/09/00 Reg. #/Date: 2516483 / 12/11/01

Misc. Information: Per Client - No 8&15

Class No.: 9 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **POWER HOUSE PERFORMANCE SYSTEMS & Eagle (IC 7)** Reg.No. 2349379

Our File No.: M280/06 017TM98 / Federal / Affid Date: 05/16/05-06 / Ren Date: 05/16/10

Appln #/Date: 75/501328 / 06/12/98 Reg. #/Date: 2349379 / 05/16/00

Misc. Information: Per client on 07/12/06 - No 8&15

Class No.: 7 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **MID USA MOTORCYCLE PARTS & Eagle** Reg.No. 2185304

Our File No.: M280/06 018TM96 / Federal / Affid Date: 09/01/03-04 / Ren Date: 09/01/08

Appln #/Date: 75/142777 / 07/31/96 Reg. #/Date: 2185304 / 09/01/98

Misc. Information:

Class No.: 7 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **HARDBODY BY MID-USA & Eagle** Reg.No. 2128339

Our File No.: M280/06 019TM96 / Federal / Affid Date: 01/13/03-04 / Ren Date: 01/13/08

Appln #/Date: 75/142776 / 07/31/96 Reg. #/Date: 2128339 / 01/13/98

Misc. Information:

Class No.: 12 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **POWER HOUSE PERFORMANCE SYSTEMS & Eagle (IC 9)** Reg.No. 2179897

Our File No.: M280/06 020TM96 / Federal / Affid Date: 08/11/03-04 / Ren Date: 08/11/08

Appln #/Date: 75/142775 / 07/31/96 Reg. #/Date: 2179897 / 08/11/98

Misc. Information: Per client - NO RENEWAL!!

Class No.: 9 Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

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Trademark: **BIKE NGHT (Canada)** Reg.No.

Our File No.: M280/06 021TM05 / CANADA / Affid Date: / Ren Date:

Appln #/Date: 1251569 / 03/22/05 Reg. #/Date: /

Misc. Information: Per email from Sandra Hood, correspondence with Martin Wasserman, and CIPO website - We do not represent Mid-USA of Canada Motorcycle Parts, Inc.

Class No.: Goods/Services:

Owner: Mid-USA of Canada Motorcycle Parts, Inc.

Trademark: **POWER HOUSE PERFORMANCE SYSTEMS (Canada)** Reg.No. TMA688960

Our File No.: M280/06 022TM04 / CANADA / Affid Date: N/AN/A / Ren Date: 06/04/22

Appln #/Date: 1224916 / 07/22/04 Reg. #/Date: TMA688960 / 06/04/07

Misc. Information:

Class No.: Goods/Services: Internal combustion engine parts for motorcycles, namely...

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **MID-USA MOTORCYCLE PARTS (Canada)** Reg.No. TMA662328

Our File No.: M280/06 023TM04 / CANADA / Affid Date: N/AN/A / Ren Date: 04/06/21

Appln #/Date: 1224915 / 07/22/04 Reg. #/Date: TMA662328 / 04/06/06

Misc. Information:

Class No.: Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **POWER HOUSE PERFORMANCE SYSTEMS & design (Canada)** Reg.No. TMA688961

Our File No.: M280/06 024TM04 / CANADA / Affid Date: N/AN/A / Ren Date: 06/04/22

Appln #/Date: 1224914 / 07/22/04 Reg. #/Date: TMA688961 / 06/04/07

Misc. Information:

Class No.: Goods/Services: Internal combustion engine parts for motorcycles

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **MID-USA MOTORCYCLE PARTS & design (Canada)** Reg.No. TMA667505

Our File No.: M280/06 025TM04 / CANADA / Affid Date: / Ren Date: 07/13/21

Appln #/Date: 1224913 / 07/22/04 Reg. #/Date: TMA667505 / 07/13/06

Misc. Information:

Class No.: Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

Trademark: **HARDBODY BY MID-USA & design** Reg.No. TMA662327

Our File No.: M280/06 026TM04 / CANADA / Affid Date: N/AN/A / Ren Date: 04/06/21

Appln #/Date: 1224912 / 07/22/04 Reg. #/Date: TMA662327 / 04/06/06

Misc. Information:

Class No.: Goods/Services:

Owner: Mid-USA Cycle Parts, Inc.

*John 3-3-08*  
*John 3-3-08*