

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
Richard P Mecham		11/20/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Rider Outfitters, Inc.		
Street Address:	3070 Windward Plaza		
Internal Address:	Suite F-101		
City:	Alpharetta		
State/Country:	GEORGIA		
Postal Code:	30005		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3056762	SHE RIDES	
CORRESPONDENCE DATA			
Fax Number:	(770)951-0933		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	770.933.9500		
Email:	trademarks@tkhr.com		
Correspondent Name:	Thomas, Kayden, Horstemeyer & Risley		
Address Line 1:	600 Galleria Pkwy		
Address Line 2:	Suite 1500		
Address Line 4:	Atlanta, GEORGIA 30339		
ATTORNEY DOCKET NUMBER:	191942.9000		
NAME OF SUBMITTER:	Charles S. Murray, Jr.		
Signature:	/Charles S. Murray, Jr./		

CH \$40.00 3056762

Date:

12/08/2008

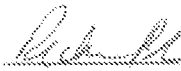
Total Attachments: 1
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ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, RICHARD P. MECHAM, a resident of the State of Georgia, formerly having an address of 251 Highway 400, Suite C, Dahlonega, GA 30533, and currently having an address of 4374 Oak Creek Drive, Gainesville, GA 30506 (hereinafter ASSIGNOR) has adopted, used, is using and owns the service mark SHE RIDES in connection with retail stores featuring motorcycle apparel, equipment and accessories and online retail stores featuring motorcycle apparel, equipment and accessories, and has obtained and owns U.S. Registration No. 3,056,762 for said mark covering said services; and

WHEREAS, RIDER OUTFITTERS, INC., a Georgia corporation, having an address of 3070 Windward Plaza, Suite F-101, Alpharetta, GA 30005 (hereinafter ASSIGNEE) is desirous of acquiring said mark, the goodwill of the business associated with and symbolized by said mark and the registration of said mark;

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR, does hereby assign unto the said ASSIGNEE all right, title and interest in and to the said mark, together with the good will of the business associated with and symbolized by the mark, and the above-identified registration thereof.


Signed: Richard P. Mecham

11/20/08
Date