

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		Confirmatory Trademark Assignment	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SimpliCity Cycle Company, LLC		09/22/2008	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Advanced Sports, Inc.		
Street Address:	10940 Dutton Road		
City:	Philadelphia		
State/Country:	PENNSYLVANIA		
Postal Code:	19154		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3157507	BIKE FIRST	
CORRESPONDENCE DATA			
Fax Number:	(202)739-3001		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	202-739-5723		
Email:	chimmelfarb@morganlewis.com		
Correspondent Name:	Carolyn Himmelfarb		
Address Line 1:	1111 Pennsylvania Avenue, N.W.		
Address Line 2:	Attention: TMSU		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	057621.0011		
NAME OF SUBMITTER:	Carolyn Himmelfarb		
Signature:	/Carolyn Himmelfarb/		

CH \$40.00 3157507

Date:

12/09/2008

Total Attachments: 2

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United States

CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment is made by and between SimpliCity Cycle Company, LLC, a California limited liability corporation, with a registered office at 200 Gate Five Road, Sausalito, California 94965 ("Assignor"), and Advanced Sports, Inc., a New Jersey corporation, with a registered office at 10940 Dutton Road, Philadelphia, Pennsylvania 19154 ("Assignee").

WHEREAS, the Assignor is the record title owner of the US trademark registration for BIKE FIRST, Reg. No. 3,157,507, and the owner of all common law rights accruing under the registration (hereinafter "the Mark"), and the goodwill of the business symbolized thereby, and desires to confirm having assigned all of its right, title, and interest in and to the said Mark to the Assignee.

WHEREAS, Assignor did, on September 22, 2008, by separate instrument, assign certain of its assets and business to Assignee, including all of its right, title and interest in and to the Mark, and the goodwill of the business symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred and set over to Assignee, effective as of September 22, 2008, its entire right, title and interest in and to the Mark and the goodwill symbolized by the Mark, including the right to sue for and receive all damages from past infringements of the Mark arising prior to the effective date of the assignment, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

[Signature page follows]

Assignor:

SIMPLICITY CYCLE COMPANY,
LLC

By:



Name: JOE BREEZE

Title: MANAGER

Date: NOV. 26, 2008

Assignee:

ADVANCED SPORTS, INC.

By:



Name: PATRICK J. CUNNIFF

Title: PRESIDENT

Date: DEC 5, 2008

[Signature page to Confirmatory Trademark Assignment]