

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		04/08/2009	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Dream Bikes, Inc.		
Street Address:	801 West Madison Street		
City:	Waterloo		
State/Country:	WISCONSIN		
Postal Code:	53594		
Entity Type:	CORPORATION: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77197929	DREAM BIKES	
Registration Number:	3452635	DB DREAMBIKES	
CORRESPONDENCE DATA			
Fax Number:	(708)383-8897		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	708-383-8801		
Email:	bharaguchi@merz-law.com		
Correspondent Name:	Bruce Haraguchi		
Address Line 1:	1140 Lake Street, Suite 304		
Address Line 2:	Merz & Associates, P.C.		
Address Line 4:	Oak Park, ILLINOIS 60301		
ATTORNEY DOCKET NUMBER:	22838		
NAME OF SUBMITTER:	Bruce Haraguchi		
Signature:	/Bruce Haraguchi/		

OP \$65.00 77197929

Date:

04/08/2009

Total Attachments: 1

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TRADEMARK ASSIGNMENT

This agreement is made between (1) Trek Bicycle Corporation, a corporation of Wisconsin with its principal place of business at 801 West Madison Street, Waterloo, Wisconsin 53594 ("Assignor"); and (2) Dream Bikes, Inc., a non-stock corporation of Wisconsin with its principal place of business at 801 West Madison Street, Waterloo, Wisconsin 53594 ("Assignee").

WHEREAS, Assignor has adopted and owns the following trademarks, including the specified registration and application before the U.S. Patent and Trademark Office ("Trademarks"):

DB DREAMBIKES and Design for "retail bicycle stores"
U.S. Trademark Registration No. 3452635; and



DREAM BIKES for "retail bicycle stores"
U.S. Trademark Application Serial No. 77197929

AND WHEREAS, Assignee is desirous of acquiring the entire right, title and interest to the Trademarks, and the goodwill of the business symbolized thereby;

NOW, THEREFORE, in consideration of the mutual covenants of the parties and the sum of ten (\$10.00) dollars and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignor hereby sells, assigns, conveys and transfers to Assignee all right, title and interest in and to the Trademarks together with the goodwill of the business symbolized thereby, and all rights and privileges granted and secured thereby, including without limitation the right to sue and recover for any past or continuing infringement of the Trademarks, and the right to seek any and all remedies available at law or in equity; and
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, assignees and other legal representatives, as fully and entirely as would have been held and enjoyed by Assignor if this assignment had not been made.

TREK BICYCLE CORPORATION

DREAM BIKES, INC.

By: Joseph R. Siefkes

By: Robert B. Burns

Name: Joseph R. Siefkes

Name: Robert B. Burns

Title: VP Finance

Title: Director

Date: April 1st, 2009

Date: April 8th, 2009