

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
Amgen Inc.		06/08/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	AEG Cycling, LLC		
Street Address:	800 West Olympic Blvd., Suite 305		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90015		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77477686	TOUR OF CALIFORNIA	
Registration Number:	3520574		
CORRESPONDENCE DATA			
Fax Number:	(310)201-5219		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 201-5240		
Email:	jlarkin@seyfarth.com		
Correspondent Name:	Joan Kupersmith Larkin		
Address Line 1:	2029 Century Park East, Suite 3500		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	34525-001071		
NAME OF SUBMITTER:	Joan Kupersmith Larkin		
Signature:	/Joan Kupersmith Larkin/		
Date:	06/18/2009		

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Total Attachments: 2

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ASSIGNMENT

This assignment (Assignment") is made effective the 25th day of October, 2005, by Amgen Inc., a Delaware corporation ("Assignor"), having a business address at One Amgen Center Drive, Thousand Oaks, California 91320, to AEG Cycling, LLC, a Delaware limited liability company ("Assignee"), having a business address at 800 West Olympic Blvd., Suite 305, Los Angeles, California 90015.

WHEREAS, Assignor is the owner of the following marks which are registered or are the subject of a pending application in the United States Patent and Trademark Office (collectively, the "TOUR OF CALIFORNIA Marks"):

<u>Mark</u>	<u>Registration or Application Serial No.</u>	<u>Issue or Filing Date</u>
Bicycle Design	3,520,574	October 21, 2008
TOUR OF CALIFORNIA	77/477,686	May 19, 2008;

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the TOUR OF CALIFORNIA Marks, and the registration and application therefor, together with that part of the goodwill of the business symbolized by said marks.

NOW, THEREFORE, in consideration of the foregoing, and of other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, the entire right, title and interest in and to the TOUR OF CALIFORNIA Marks, and the registration and application therefor, together with that part of the goodwill of the business symbolized by said marks, and the right to sue in Assignee's own

name for any causes or claims regarding the TOUR OF CALIFORNIA Marks that accrued to Assignor prior to the Assignment.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the 8th day of June, 2009.

Amgen Inc.
(Assignor)



By: Stuart L. Watt
Stuart L. Watt
Vice President, Law & Intellectual Property