

Received Fax :

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Fax Station : ROLF PRIMA

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TO: BRIAN RODDY COMPANY: 780 BAILEY HILL ROAD, SUITE 2

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.105/29/2009  
900135100

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rolf Dietrich		03/31/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Ardells Inc.		
Doing Business As:	DBA Rolf Prima		
Street Address:	780 Bailey Hill Road, Suite 2		
City:	Eugene		
State/Country:	OREGON		
Postal Code:	97402		
Entity Type:	CORPORATION: OREGON		
Name:	Ardells Intellectual Property, LLC		
Street Address:	4030 Hiyard Street		
City:	Eugene		
State/Country:	OREGON		
Postal Code:	97405		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES OREGON		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2720572		
Registration Number:	3281755	PRIMA	
Registration Number:	2105158	ROLF	
Registration Number:	2805916	ACCEL	
Serial Number:	78723912		
CORRESPONDENCE DATA			

OP \$140.00 2720572

700411500

TRADEMARK  
REEL: 004011 FRAME: 0114

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TO: BRIAN RODDY COMPANY: 780 BAILEY HILL ROAD, SUITE 2

Fax Number:	(541)868-0487
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	5418681715
Email:	brian@rolfprima.com
Correspondent Name:	Brian Roddy
Address Line 1:	780 Bailey Hill Road, Suite 2
Address Line 4:	Eugene, OREGON 97402
NAME OF SUBMITTER:	Brian Roddy
Signature:	/Brian Roddy/
Date:	05/29/2009
Total Attachments: 2 source=Ardelis Inc. Trademark Assignment Agreement#page1.tif source=Ardelis Inc. Trademark Assignment Agreement#page2.tif	

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TO: BRIAN RODDY COMPANY; 760 BAILEY HILL ROAD, SUITE 2

**TRADEMARK ASSIGNMENT****WHEREAS**, Rolf Dietrich has adopted, used and is using the marks:

PRIMA  
 ROLF  
 ACCEL  
 ROLF PRIMA  
 ROLF PRIMA VIGOR SL  
 ROLF PRIMA VIGOR  
 ROLF PRIMA VIGOR RS  
 ROLF PRIMA VIGOR Tandem  
 ROLF PRIMA VIGOR Tandem Disc  
 ROLF PRIMA CARBON TdF58  
 ROLF PRIMA CARBON TT  
 PAIRED SPOKE DESIGN  
 DIFFERENTIAL FLANGE DIAMETER  
 DISH REDUCING DESIGN

ROLF PRIMA CARBON TdF38  
 ROLF PRIMA CARBON TdF38C  
 ROLF PRIMA ÉLAN, black, silver  
 ROLF PRIMA ÉLAN Aero  
 ROLF PRIMA ÉLAN Aero-RS  
 ROLF PRIMA ÉLAN RS  
 ROLF PRIMA ECHELON  
 ROLF PRIMA ASPIN  
 ROLF PRIMA TEMPO  
 ROLF PRIMA APEX  
 JACKETED NIPPLE DESIGN  
 ZERO OFFSET FLANGE DRILLING  
 SELF-ALIGNING NIPPLE  
 SCIENCE OF SPEED

**WHEREAS**, Rolf Dietrich is the owner of:

US Trademark Registration No. 2,720,572 for the mark  
 US Trademark Registration No. 3,281,755 for the mark **PRIMA**  
 US Trademark Registration No. 2,105,158 for the mark **ROLF**  
 US Trademark Registration No. 2,805,916 for the mark **ACCEL**

German Trademark Registration No. 300.24.211 for the mark **ROLF**  
 Community Trademark Registration No. 1,659,085 for the mark **ROLF**  
 Japanese Trademark Registration No. 4660463 for the mark **ROLF**



US Trademark Application No. 78/723,912 for the mark

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TO: BRIAN RODDY COMPANY: 780 BAILEY HILL ROAD, SUITE 2

WHEREAS, by an Agreement executed concurrently herewith between Rolf, Ardelis, Inc., an Oregon Corporation and Ardelis Intellectual Property LLC, and Oregon Corporation, it was agreed that Rolf would assign the said marks, registrations and application to Ardelis, under the terms set forth in the said Agreement, and subject to the terms of a certain Security Agreement which is also executed concurrently herewith;

NOW, THEREFORE, Rolf Dietrich does hereby sell, assign and transfer unto said Ardelis, Inc., his entire right, title and interest in said marks, registrations and application together with the good will of the business symbolized by the marks, the same to be held and enjoyed by the said Ardelis, Inc., for its own use and for its legal successors and assigns as fully and entirely as the same would have been held by Rolf Dietrich had this assignment and sale not been made, but subject to the terms set forth in said Agreement and in said Security Agreement.

*Rolf Dietrich*  
Rolf Dietrich

State of Oregon }  
County of Clatsop } ss.

On this 3<sup>rd</sup> day of March 2009, before me personally appeared Rolf Dietrich, to me known and known to me to be the person described in and who executed the foregoing instrument, and he acknowledged that he executed the same as his free act and deed for the purposes set forth therein.

*Barbara A. Fletcher*  
Notary Public

