

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sturgis Bike Week, Inc.		03/02/2009	CORPORATION: SOUTH DAKOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sturgis Area Chamber of Commerce and Visitors Bureau		
<b>Street Address:</b>	2040 Junction Ave.		
<b>Internal Address:</b>	P.O. Box 504		
<b>City:</b>	Sturgis		
<b>State/Country:</b>	SOUTH DAKOTA		
<b>Postal Code:</b>	57785		
<b>Entity Type:</b>	Non-incorporated non-profit association: SOUTH DAKOTA		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	76012893	STURGIS BIKE WEEK	
Serial Number:	76012878	STURGIS BIKE WEEK	
Serial Number:	76012877	STURGIS BIKE WEEK	
Serial Number:	76012841	STURGIS BIKE WEEK	
Serial Number:	76012840	STURGIS BIKE WEEK	
Serial Number:	76012802	STURGIS BIKE WEEK	
Serial Number:	76012800	STURGIS BIKE WEEK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(704)444-1111		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	704 444 1000		
<b>Email:</b>	marie.poveromo@alston.com		
<b>Correspondent Name:</b>	George M. Taulbee		

OP \$190.00 76012893

Address Line 1: 101 S. Tryon St.  
Address Line 2: Bank of America Plaza, STE 4000  
Address Line 4: Charlotte, NORTH CAROLINA 28280-4000

NAME OF SUBMITTER:	George M. Taulbee
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Signature:	/George M. Taulbee/
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Date:	07/08/2009
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Total Attachments: 3  
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TRADEMARK ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, Sturgis Bike Week, Inc. a corporation duly organized and existing under the laws of the state of South Dakota ("Assignor"), the owner of all right, title and interest in and to the trademarks identified on Schedule I attached hereto, the applications and registrations therefore identified in Schedule I attached hereto, any common law rights relating to any of the foregoing trademarks, together with all associated goodwill represented by any of the foregoing, and the right to sue and recover for, and the right to damages, profits and penalties due or accrued, arising out of or in connection with, any and all infringements and dilution of or damages or injury to any and all of the foregoing, as well as the right to file applications directed to and obtain registrations for any of the foregoing, in any and all jurisdictions throughout the world (all of the foregoing individually and/or collectively referred to as Trademark Rights) hereby sells, assigns, transfers and conveys unto the Sturgis Area Chamber of Commerce and Visitors Bureau all of the Trademark Rights as fully and entirely as the same would have been held by Assignor had this assignment not been made.

IN WITNESS WHEREOF, Sturgis Bike Week, Inc., intending to be legally bound, has caused this Trademark Assignment to be executed by its duly authorized officer as of the 2 day of March, 2009.

Sturgis Bike Week, Inc.

By: Francie Ruebel-Albert

Print Name: Francie Ruebel-Alberts

Title: President

Subscribed and sworn to before me  
this 2nd day of March, 2009.

Calvin D. McGinnis  
Notary Public

SEAL

CALVIN G. MCGINNIS, Notary Public  
My Commission Expires July 12, 2013

## Schedule 1

## TRADEMARKS

TRADEMARK	JURISDICTION	STATUS	APP NUMBER REG NUMBER	APP DATE REG DATE	GOODS AND SERVICES
STURGIS BIKE WEEK	UNITED STATES	REGISTERED	2,070,955	17-JUN-1997	(INT CL 25) CLOTHING, NAMELY, T-SHIRTS AND CAPS
	UNITED STATES	PENDING	76-012,893	29-MAR-2000	(INT CL 21) GIFTWARES AND HOUSEWARES, NAMELY, BEVERAGEWARE GLASSES, DRINKING GLASSES, MUGS, SHOT GLASSES, AND BEER STEINS
	UNITED STATES	PENDING	76-012,878	29-MAR-2000	(INT CL 28) TOYS AND SPORTING GOODS, NAMELY, SOCCER BALLS, STUFFED TOY ANIMALS AND GOLF BALLS, AND CHRISTMAS TREE ORNAMENTS AND DECORATIONS
	UNITED STATES	PENDING	76-012,877	29-MAR-2000	(INT CL 26) EMBROIDERED GOODS, NAMELY, PATCHES AND EMBLEMS
	UNITED STATES	PENDING	76-012,841	29-MAR-2000	(INT CL 25) CLOTHING, NAMELY, SHIRTS, SWEATERS, SWEATSHIRTS, SCARVES, BANDANAS, APRONS, AND EMBROIDERED CLOTHING, NAMELY, SHIRTS, SWEATERS, SWEATSHIRTS, SCARVES, BANDANAS, AND APRONS
	UNITED STATES	PENDING	76-012,840	29-MAR-2000	(INT CL 16) PAPER GOODS, NAMELY, STATIONERY, POSTCARDS, TABLE MATS AND NAPKINS; AND PRINTED PUBLICATIONS, NAMELY, PAMPHLETS, BROCHURES AND MAGAZINES RELATING TO AN ANNUAL MOTORCYCLE EVENT
	UNITED STATES	PENDING	76-012,802	29-MAR-2000	(INT CL 14) JEWELRY, INCLUDING WATCHES

TRADEMARK	JURISDICTION	STATUS	APP NUMBER REG NUMBER	APP DATE REG DATE	GOODS AND SERVICES
	UNITED STATES	PENDING	76-012,800	29-MAR-2000	(INT CL 24) SMOKERS' ARTICLES, NAMELY, CIGARETTES, CIGARETTE LIGHTERS NOT OF PRECIOUS METAL, CIGARETTE CASES NOT OF PRECIOUS METAL, ASH TRAYS AND MATCHES
	SOUTH DAKOTA	REGISTERED		01-JUL-2004	(INT CL 21) GLASSWARE AND FLASKS
	SOUTH DAKOTA	REGISTERED		01-JUL-2004	(INT CL 16) MAGAZINE, STATIONERY, PHOTOGRAPHS, POSTER AND CALENDAR
	SOUTH DAKOTA	REGISTERED		01-JUL-2004	(INT CL 24&25) EMBROIDERED PATCHES AND CAPS
	SOUTH DAKOTA	REGISTERED		24-MAR-2003	(INT CL 14) JEWELRY
	SOUTH DAKOTA	REGISTERED		29-APR-1999	(INT CL 16&25) SOUVENIRS OR CLOTHING USING THE MARK
THE LEGEND LIVES ON	UNITED STATES	REGISTERED	2,513,621	04-DEC-2001	(INT CL 25) CLOTHING, NAMELY, T-SHIRTS AND CAPS
	SOUTH DAKOTA	REGISTERED		29-NOV-1999	(INT CL 16) PAPER GOODS AND PRINTED MATTER
	SOUTH DAKOTA	REGISTERED		29-NOV-1999	(INT CL 35) ADVERTISING AND BUSINESS SERVICES
	SOUTH DAKOTA	REGISTERED		29-NOV-1999	(INT CL 25) CLOTHING
THUNDER THREADS	UNITED STATES	REGISTERED	3,257,141	26-JUN-2007	(INT CL 25) CLOTHING, NAMELY, SHIRTS, T-SHIRTS, HATS, CAPS, TANK TOPS
NOT FOR A LONG TIME, BUT FOR A GOOD TIME	UNITED STATES	REGISTERED	2,662,191	17-DEC-2002	(INT CL 25) CLOTHING, NAMELY T-SHIRTS
STURGIS RALLY NEWS					
ALL ROADS LEAD TO STURGIS BIKE WEEK	SOUTH DAKOTA	REGISTERED		17-FEB-2004	(INT CL 16 & 35) ADVERTISING AND BUSINESS; MAGAZINE
GIRLS OF STURGIS BIKE WEEK	SOUTH DAKOTA	REGISTERED		25-JAN-2008	(INT CL 35) ADVERTISING AND BUSINESS SERVICES
MISS STURGIS BIKE WEEK	SOUTH DAKOTA	REGISTERED		01-08-2005	(INT CL 35) ADVERTISING AND PROMOTION

1 Registered to Sturgis Bike Week Productions, Inc.

TRADEMARK

RECORDED: 07/08/2009

REEL: 004018 FRAME: 0419