

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
Shimano Benelux B.V.		02/18/2010	Besloten Vennootschap: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Shimano Europe B.V.		
Street Address:	Industrieweg 24		
City:	8071 CT Nunspeet		
State/Country:	NETHERLANDS		
Entity Type:	Besloten Vennootschap: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77563787		
CORRESPONDENCE DATA			
Fax Number:	(801)328-1707		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	801-533-9800		
Email:	rgilmore@wnlaw.com		
Correspondent Name:	Richard C. Gilmore		
Address Line 1:	60 East South Temple		
Address Line 2:	1000 Eagle Gate Tower		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	15145.514		
DOMESTIC REPRESENTATIVE			
Name:	Richard C. Gilmore		
Address Line 1:	60 East South Temple		
Address Line 2:	1000 Eagle Gate Tower		

OP \$40.00 77563787

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**TRADEMARK
 REEL: 004163 FRAME: 0749**

Address Line 4: Salt Lake City, UTAH 84111

NAME OF SUBMITTER:

Richard C. Gilmore

Signature:

/Richard C. Gilmore/

Date:

03/09/2010

Total Attachments: 3

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TRADEMARK ASSIGNMENT

WHEREAS, Shimano Benelux B.V., having offices at Industrieweg 24, 8071 CT Nunspeet, Netherlands (hereinafter "Assignor"), has adopted, used and is using, and is the owner of, all right, title, and interest in and to the trademarks listed in attached Schedule A (hereinafter the "Marks");

WHEREAS, Shimano Europe B.V., having offices at Industrieweg 24, 8071 CT Nunspeet, Netherlands, (hereinafter "Assignee") desires to acquire the entire right, title, and interest in and to the Marks; and

WHEREAS, Assignor desires to convey, transfer and assign to Assignee all of its right, title and interest in and the Marks.

NOW, THEREFORE, in consideration of ten dollars (\$10.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title and interest in and to the Marks in the United States, together with (1) the goodwill of the business symbolized by and associated with the marks; (2) all income, royalties and damages due or payable to Assignor with respect to the Marks, including without limitation damages and any payments for past, present or future infringements or misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

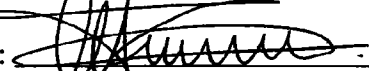
Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the marks to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing or vesting in Assignee full right, title and interest in the Marks.

This Assignment and Agreement shall be binding upon my heirs and legal representatives.

ASSIGNOR:

SHIMANO BENELUX B.V.

BY:  _____

Name Printed: JCM v Rooij

Title: President

Date: Feb/18, 2010

ASSIGNEE:

SHIMANO EUROPE B.V.

BY:  _____

Name Printed: F. Peiffer

Title: Managing Director

Date: 18/Feb 2010

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SCHEDULE A

<u>Country</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Mark</u>
United States	77/563,787	09/05/2008			Design