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		04/26/2010	CORPORATION: WISCONSIN

RECEIVING PARTY DATA

Name:	B-Cycle, LLC
Street Address:	801 West Madison Street
City:	Waterloo
State/Country:	WISCONSIN
Postal Code:	53594
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	77527971	BCYCLE
Serial Number:	77811402	BCYCLE

CORRESPONDENCE DATA

Fax Number: (708)383-8897
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 708-383-8801
Email: docket@merz-law.com
Correspondent Name: Mary Catherine Merz
Address Line 1: 1010 Lake Street, Suite 400
Address Line 2: Merz & Associates, P.C.
Address Line 4: Oak Park, ILLINOIS 60301

ATTORNEY DOCKET NUMBER:	22909
NAME OF SUBMITTER:	Bruce Haraguchi
Signature:	/Bruce Haraguchi/

OP $65.00 77527971

Date:	04/30/2010

Total Attachments: 2
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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) B-Cycle, LLC, a limited liability company of Delaware 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 following registrations with the U.S. Patent and Trademark Office:

> U.S. Trademark Application Serial No. 77527971
> BCYCLE for "Commercial administration of the licensing of bicycle rental, repair and maintenance services; tracking services and information concerning tracking of assets in transit, in particular for bicycles; business management services, in particular management of bicycle rental fleets for others" in Class 35;
>
> U.S. Trademark Application Serial No. 77811402
> BCYCLE and Design for "Bicycles and structural parts of bicycles" in Class 12; "Commercial administration of the licensing of bicycle rental, repair and maintenance services; tracking, locating and monitoring of bicycles for commercial purposes; business management services, namely, management of bicycle rental fleets for others" in Class 35; and "Rental of bicycles and bicycle accessories; bicycle transport; providing information in connection with the rental of bicycles; courier services" in Class 39;

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 assigns and conveys 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

By: Joseph R. Siefkes

Name: JOSEPH R. SIEFKES

Title: CFO

Date: 4-26 10

B-CYCLE, LLC

By: [illegible]

Name: Robert Burns

Title: President

Date: 4/26/10