

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Sturgis Area Chamber of Commerce | | 06/30/2010 | non-profit corporation: SOUTH DAKOTA |
| RECEIVING PARTY DATA | | | |
| Name: | Sturgis Motorcycle Rally, Inc. | | |
| Street Address: | 909 St. Joseph Street | | |
| City: | Rapid City | | |
| State/Country: | SOUTH DAKOTA | | |
| Postal Code: | 57701-3301 | | |
| Entity Type: | non-profit economic development corporation: SOUTH DAKOTA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2698677 | TAKE THE RIDE TO STURGIS | |
| Registration Number: | 1948097 | BLACK HILLS MOTOR CLASSIC STURGIS RALLY & RACES BLACK HILLS S.D. | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (704)444-1111 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 704 444 1000 | | |
| Email: | marie.poveromo@alston.com | | |
| Correspondent Name: | George M. Taulbee | | |
| 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 | | |
| Signature: | /George M. Taulbee/ | | |

OP \$65.00 2698677

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**TRADEMARK
 REEL: 004246 FRAME: 0373**

Date:

07/21/2010

Total Attachments: 3

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UNITED STATES

**ASSIGNMENT OF U.S.
TRADEMARK AND SERVICE MARK REGISTRATIONS
From STURGIS AREA CHAMBER OF COMMERCE TO STURGIS MOTORCYCLE RALLY, INC.**

WHEREAS, *Sturgis Area Chamber of Commerce*, a South Dakota non-profit corporation, having a principal place of business at 2040 Junction Avenue, Sturgis, South Dakota 57785, United States of America (hereinafter referred to as "ASSIGNOR"), is the exclusive and record owner of the entire right, title, and interest in and to the trademarks and service marks and the corresponding United States Trademark and Service Mark Registrations identified in Schedule "A" attached hereto (collectively "Trademarks");

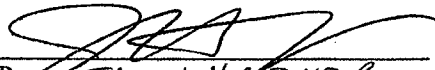
WHEREAS, *Sturgis Motorcycle Rally, Inc.*, a non-profit economic development corporation organized under Section 501(c)(6) of the Internal Revenue Code, having a principal place of business at 909 St. Joseph Street, Rapid City, South Dakota 57701-3301, United States of America (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the Trademarks;


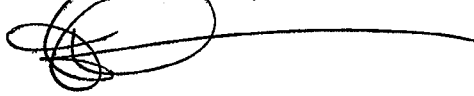
NOW THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer, and sell unto said ASSIGNEE the entire right, title, and interest in and to the Trademarks and all rights of action against third parties for past infringement thereof, the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made.

ASSIGNOR hereby warrants and covenants that it has the full power and authority to convey the rights, title, and interest herein assigned, transferred, and sold to ASSIGNEE, that it has not executed and will not execute any agreement in conflict herewith, and that it will execute any and all other instruments which may be necessary to perfect and evidence ASSIGNEE's ownership of the property and rights herein conveyed.

IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, has caused this Assignment to be executed by its duly authorized officer as of the 30 day of June, 2010.

Sturgis Area Chamber of Commerce


By: JASON HAFNER
Title: PRESIDENT




SCHEDULE "A"

United States Trademark Registrations

| <u>Mark</u> | <u>Appl. No.</u> | <u>Filing Date</u> | <u>Reg. No.</u> | <u>Issued Date</u> |
|---|------------------|--------------------|-----------------|--------------------|
| TAKE THE RIDE TO STURGIS | 78/010,763 | 06/01/2000 | 2,698,677 | 03/18/2003 |
| BLACK HILLS MOTOR CLASSIC STURGIS RALLY & RACES BLACK HILLS S.D. | 74/533,873 | 06/06/1994 | 1,948,097 | 01/16/1996 |



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