

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
American Racing Equipment, LLC		07/19/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Wheel Pros, LLC
Street Address:	44 Union Boulevard
Internal Address:	Suite 620
City:	Lakewood
State/Country:	COLORADO
Postal Code:	80228
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	78937962	AMERICAN RACING PERFORM
Serial Number:	78937948	AMERICAN RACING PERFORM
Serial Number:	78937924	AR
Serial Number:	78937899	AR AMERICAN RACING
Serial Number:	78937929	

CORRESPONDENCE DATA

Fax Number: (415)442-1001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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 Email: ralpert@morganlewis.com, lweinberg@morganlewis.com,
 sfrademarks@morganlewis.com,
 patricia.marquez@morganlewis.com
 Correspondent Name: Rochelle D. Alpert
 Address Line 1: 1 Market Street

900197520

**TRADEMARK
 REEL: 004587 FRAME: 0602**

CH \$140.00 78937962

Address Line 2: Spear Tower
Address Line 4: San Francisco, CALIFORNIA 94105

ATTORNEY DOCKET NUMBER:	067705.01-0017
NAME OF SUBMITTER:	Rochelle D. Alpert
Signature:	/rda/
Date:	07/20/2011

Total Attachments: 2
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CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment ("*Assignment*") is entered into by and between American Racing Equipment, LLC, a Delaware limited liability company located at 44 Union Blvd., Suite 620, Lakewood, CO 80228 ("*American Racing*"), and Wheel Pros, LLC a Delaware limited liability company located at 44 Union Blvd., Suite 620, Lakewood, CO 80228 ("*Wheel Pros*") to further and to confirm the Intellectual Property Purchase Agreement between American Racing and Wheel Pros.

Whereas American Racing has assigned, and Wheel Pros has received and accepted, all of American Racing's rights, title and interest throughout the world, including any and all associated goodwill, whether at common law or by statute, in and to all trademarks, service marks, trade dress, logos, designs and slogans, in all formats without limitation, including but not limited to certain intent-to-use applications in the United States listed on Schedule 1 of this assignment ("*Applications*").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, American Racing hereby confirms having assigned, transferred and set over to Wheel Pros, effective as of July 19, 2011, its entire right, title and interest in and to the Applications and the goodwill symbolized by the applied-for marks, as well that portion of the business the applied-for marks represent as required by 15 U.S.C. Section 1060. This Assignment includes the right to sue for and receive all damages from past infringements of the Marks arising prior to the effective date of the assignment. The right, title and interest is to be held and enjoyed by Wheel Pros and Wheel Pros' successors and assigns as fully and exclusively as it would have been held and enjoyed by American Racing had this assignment not been made.

ASSIGNOR:
AMERICAN RACING EQUIPMENT, LLC

By: 

Name: Eva M. Kalawski

Title: Vice President & Secretary

Date: 7-19-11

ASSIGNEE:
WHEEL PROS, LLC

By: 

Name: Eva M. Kalawski

Title: Vice President & Secretary

Date: 7-19-11

SCHEDULE 1

United States of America

App. Serial No. 78937962 for:



App. Serial No. 78937948 for:



App. Serial No. 78937924 for:



App. Serial No. 78937899 for:



App. Serial No. 78937929 for:

