

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
Bike Alert, Inc.		02/21/2012	CORPORATION:
RECEIVING PARTY DATA			
Name:	Bike Alert plc		
Street Address:	1 Silver Road		
Internal Address:	Axion House		
City:	Lewisham		
State/Country:	UNITED KINGDOM		
Postal Code:	SE 13 7BQ		
Entity Type:	Public Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3288748	JT	
CORRESPONDENCE DATA			
Fax Number:	(215)981-4750		
Phone:	215-981-4194		
Email:	kennedyp@pepperlaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Paul J. Kennedy		
Address Line 1:	Eighteen & Arch Streets		
Address Line 2:	3000 Two Logan Square		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	78/608897		
DOMESTIC REPRESENTATIVE			
Name:			

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Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Paul J. Kennedy
Signature:	/Paul J. Kennedy/
Date:	02/28/2012
Total Attachments: 1 source=JT Sunrise Design Registration - Trademark Assignment 21 02 12#page1.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into this 21ST day of FEBRUARY, 2012, by and between Bike Alert, Inc., a corporation located at 1465 Trace Lane, Lithia Springs, Georgia 30122, ("Assignor") and Bike Alert plc, a public limited company located at Axion House, 1 Silver Road, Lewisham, SE13 7BQ United Kingdom ("Assignee").

WITNESSETH:

WHEREAS, Assignor is the registered owner of U.S. Federal Trademark Registration No. 3288748 for the mark JT and Design, registered September 4, 2007, (the "Trademark");

WHEREAS, Assignor is a wholly owned subsidiary of Assignee;

WHEREAS, Assignor desires to assign to Assignee all of Assignor's right, title, and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademark, including all goodwill associated therewith;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee all of Assignor's legal and beneficial right, title and interest in and to the Trademark, together with the goodwill of the business associated with the Trademark.

The rights transferred by this Assignment include the right to bring all legal actions related to the Trademark, including actions for any infringement, whether the infringement occurred before or after this Assignment, and the right to recover damages for such infringement.

IN WITNESS WHEREOF, the undersigned hereby executes this Assignment as of the date first above written.

Bike Alert, Inc.

By: 

Name: Christakis V. Boyiantzeas

Title: CEO

Bike Alert, plc

By: 

Name: Susan O. Marsh

Title: Director