

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT			
NATURE OF CONVEYANCE:	Corrective Assignment to correct the fourth paragraph of the Trademark Assignment previously recorded on Reel 002948 Frame 0634. Assignor(s) hereby confirms the acknowledgement of assignment as set forth in the amendment.			
CONVEYING PARTY DATA				
	Name	Formerly	Execution Date	Entity Type
	NHS, Inc.		03/13/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA				
Name:	Santa Cruz Bicycles, Inc.			
Street Address:	104 Bronson Street, # 22			
City:	Santa Cruz			
State/Country:	CALIFORNIA			
Postal Code:	95062			
Entity Type:	CORPORATION: CALIFORNIA			
PROPERTY NUMBERS Total: 1				
	Property Type	Number	Word Mark	
	Registration Number:	2212031	SANTA CRUZ	
CORRESPONDENCE DATA				
Fax Number:	4082872583			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>				
Phone:	408.287.9501			
Email:	uspto@hogefernton.com			
Correspondent Name:	Stephanie O. Sparks			
Address Line 1:	60 South Market Street, Suite 1400			
Address Line 4:	San Jose, CALIFORNIA 95113			
ATTORNEY DOCKET NUMBER:	82042.TM30			
NAME OF SUBMITTER:	Stephanie O. Sparks			
Signature:	/Stephanie O. Sparks/			

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Date:

04/19/2013

Total Attachments: 6

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**AMENDMENT TO ACKNOWLEDGEMENT OF
ASSIGNMENT OF TRADEMARK RIGHTS**

This Amendment to Acknowledgement of Assignment of Trademark Rights ("Amendment") is effective as of September 23, 2004 by and between NHS, Inc., a California corporation with its principal place of business at 104 Bronson Street, # 9, Santa Cruz, California 95062 ("Assignor"), and Santa Cruz Bicycles, Inc., a California corporation with its principal place of business at 104 Bronson Street, # 22, Santa Cruz, California 95062 ("Assignee"). When referred to jointly in this Amendment, Assignor and Assignee are known as the "Parties."

RECITALS

- A. On September 23, 2004, the Parties entered into the Acknowledgement of Assignment of Trademark Rights attached as **Exhibit A** hereto, which was recorded at the United States Patent and Trademark Office on September 30, 2004, at Reel 002948, Frame 0633 – 0634 (the "Trademark Assignment");
- B. The fourth paragraph of the Trademark Assignment, at Reel 002948, Frame 0634, reads as follows:

NOW, THEREFORE, the Assignor, hereby formally assigns, and confirms and acknowledges the assignment of, all right, title, and interest in and to the *SANTA CRUZ* word mark and to the US Registration No. 2,212,031 set forth above to Santa Cruz Bicycles, Inc., as part of the succession of interest set forth above;

- C. The Parties intended for Assignor to assign to Assignee the *SANTA CRUZ* word mark for bicycles, in class 012, as reflected in US Registration No. 2,212,031, but not the *SANTA CRUZ* word mark as used in connection with any other goods or services;
- D. The Trademark Assignment contained a scrivener's error to the extent it purports to assign "the *SANTA CRUZ* word mark" other than as set forth in the foregoing Recital C; and
- E. The Parties desire to correct the Trademark Assignment accordingly.

AMENDMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby amend the Trademark Assignment, effective retroactively to September 23, 2004 to correct the fourth paragraph of the Trademark Assignment, at Reel 002948, Frame 0634, to read as follows:

NOW, THEREFORE, the Assignor hereby formally assigns and confirms and acknowledges the assignment of all right, title, and interest in and to the SANTA CRUZ word mark for bicycles, in class 012, as reflected in US Registration No. 2,212,031 set forth above to Santa Cruz Bicycles, Inc., as part of the succession of interest set forth above.

This Amendment supersedes any other document to the extent that such document is inconsistent with this Amendment.

IN WITNESS WHEREOF, the Assignor and Assignee have caused this Amendment to be executed and delivered by their respective officers thereunto duly authorized, on the dates set forth below, with effect given to the Amendment as of September 23, 2004.

ASSIGNEE

ASSIGNOR

SANTA CRUZ BICYCLES, INC.

NHS, INC.

By: [Signature]
Robert Roskopp, President

By: [Signature]
Robert A. Denike, President/CEO

By: [Signature]
Richard Novak, Vice President

Date: 3/13/13

Date: 3/13/13

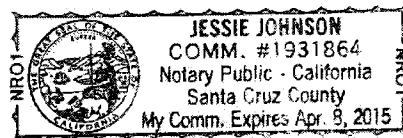
State of California)
County of Santa Cruz)

On March 13 2013, before me, Jessie Johnson, a Notary Public, personally appeared Robert Roskopp who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) are subscribed to the within instrument and acknowledged to me that ~~he~~/she/they executed the same in ~~his~~/her/their authorized capacity(ies), and that by ~~his~~/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Signature] (Seal)



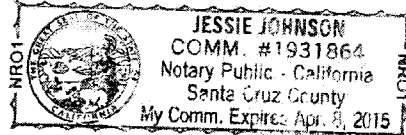
State of California)
County of Santa Cruz)

On March 13, 2013, before me, Jessie Johnson, a Notary Public, personally appeared Richard Novak who proved to me on the basis of satisfactory evidence to be the person~~(s)~~ whose name~~(s)~~/is/are subscribed to the within instrument and acknowledged to me that ~~he~~/she/they executed the same in ~~his~~/her/their authorized capacity~~(ies)~~, and that by ~~his~~/her/their signature~~(s)~~ on the instrument the person~~(s)~~, or the entity upon behalf of which the person~~(s)~~ acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Jessie Johnson (Seal)



State of California)
County of Santa Cruz)

On March 13, 2013, before me, Jessie Johnson, a Notary Public, personally appeared Robert A Denice who proved to me on the basis of satisfactory evidence to be the person~~(s)~~ whose name~~(s)~~ /is/are subscribed to the within instrument and acknowledged to me that ~~he~~/she/they executed the same in ~~his~~/her/their authorized capacity~~(ies)~~, and that by ~~his~~/her/their signature~~(s)~~ on the instrument the person~~(s)~~, or the entity upon behalf of which the person~~(s)~~ acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Jessie Johnson (Seal)

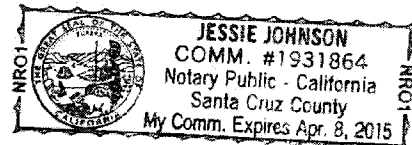


Exhibit A

TRADEMARK ASSIGNMENT

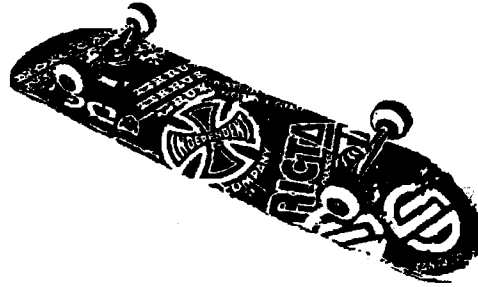
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NHS, Inc.		09/23/2004	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Santa Cruz Bicycles, Inc.		
Street Address:	104 Bronson Street #22		
City:	Santa Cruz		
State/Country:	CALIFORNIA		
Postal Code:	95062		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2212031	SANTA CRUZ	
CORRESPONDENCE DATA			
Fax Number:	(408)558-9960		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	4085589950		
Email:	michaelh@iplo.com		
Correspondent Name:	Michael J. Hughes		
Address Line 1:	1901 South Bascom Avenue, Suite 660		
Address Line 4:	Campbell, CALIFORNIA 95008		
ATTORNEY DOCKET NUMBER:	21332.200102		
NAME OF SUBMITTER:	Michael J. Hughes		
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 REEL: 002948 FRAME: 0633
TRADEMARK
 REEL: 005010 FRAME: 0744



Acknowledgement of Assignment of Trademark Rights

WHEREAS, NHS, Inc., with its address at P.O. Box 2718, Santa Cruz, California 95063-2718 (Assignor), is the record owner of all right, title and interest in the trademarks **SANTA CRUZ** word mark for bicycles, in class 012, as reflected in Registration No. 2,212,031, issued on 22 December 1998; and

WHEREAS, Robert Denike acknowledges that he is the President of NHS, Inc., and confirms that he is authorized to execute this Acknowledgement of Assignment on behalf of Assignor; and

WHEREAS Santa Cruz Bicycles, Inc. of 104 Bronson Street #22, Santa Cruz, California 95062 is the successor in interest to all of the assets of Assignor and business with respect to bicycles, including the goodwill and that portion of the business relating to the above-identified trademark, as of March 2002;

NOW, THEREFORE, the Assignor, hereby formally assigns, and confirms and acknowledges the assignment of, all right, title and interest in and to the **SANTA CRUZ** word mark and to the US Registration No. 2,212,031 set forth above to Santa Cruz Bicycles, Inc., as a part of the succession of interest set forth above.

Executed at NHS, Inc. 104 Bronson St SC, this 13 day of September, 2004.

NHS, Inc.

By


Robert A Denike, President

nhs, inc. p.o. box 2718 santa cruz, ca 95063-2718
p.831.459.7800 f.831.459.7820 nhs-inc.com



RECORDED: 09/30/2004

RECORDED: 04/19/2013

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REEL: 002948 FRAME: 0634
TRADEMARK

REEL: 005010 FRAME: 0745