

TRADEMARK ASSIGNMENT

Electronic 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
Electra Bicycle Company, LLC		01/17/2014	CORPORATION:

RECEIVING PARTY DATA

Name:	Trek Bicycle Corporation
Street Address:	801 West Madison Street
City:	Waterloo
State/Country:	WISCONSIN
Postal Code:	53594
Entity Type:	CORPORATION: WISCONSIN

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	3726783	AMSTERDAM
Registration Number:	1945359	ELECTRA BICYCLE COMPANY
Registration Number:	1958556	ELECTRA BICYCLE COMPANY
Registration Number:	3036268	FLAT FOOT TECHNOLOGY
Registration Number:	2939630	GHOSTRIDER
Registration Number:	2789402	STREAM RIDE
Registration Number:	2744133	STREAM RIDE
Registration Number:	3971182	TICINO
Registration Number:	2913888	TOWNIE
Registration Number:	4180525	VERSE
Registration Number:	3269153	RELIC
Serial Number:	85930326	LOFT
Serial Number:	85206657	STREAM RIDE

CORRESPONDENCE DATA

900277933

**TRADEMARK**  
 REEL: 005198 FRAME: 0010

OP \$340.00 3726783

Fax Number:

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Email: docket@merz-law.com

Correspondent Name: Mary Catherine Merz

Address Line 1: 1010 Lake St., Suite #400

Address Line 4: Oak Park, ILLINOIS 60301

NAME OF SUBMITTER:	Mary Catherine Merz
Signature:	/Mary Catherine Merz/
Date:	01/22/2014

Total Attachments: 5

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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks is made between Electra Bicycle Company, LLC, a Delaware limited liability company having its principal place of business at 3275 Corporate View, Vista, California 92081 ("Assignor") and Trek Bicycle Corporation, a Wisconsin corporation having its principal place of business at 801 West Madison Street, Waterloo, Wisconsin 53594 ("Assignee").

WHEREAS, Assignor has adopted, owns and is using in its business endeavors the trademarks listed on Exhibit A attached hereto ("the Electra Trademarks"); and

WHEREAS, Assignee is desirous of using the Electra Trademarks and acquiring the entire right, title and interest thereto, and the goodwill of the business symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, the parties agree as follows:

1. Assignor hereby assigns, conveys and transfers unto Assignee all right title and interest in, to and under the Electra Trademarks together with (a) all associated common law rights, (b) the goodwill of the business symbolized thereby, and (c) 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 Electra Trademarks, as well as 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, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment of Trademarks had not been made.

ELECTRA BICYCLE COMPANY, LLC

TREK BICYCLE CORPORATION

By: Joseph R. Siefkes  
Name: Joseph Siefkes  
Title: Vice President

By: John Burke  
Name: John Burke  
Title: President

Date: 1-16-14

Date: 1-17-14

EXHIBIT A

Electra Bicycle Company

LIST OF TRADEMARKS FOR ASSIGNMENT TO TREK BICYCLE CORPORATION JAN 2014

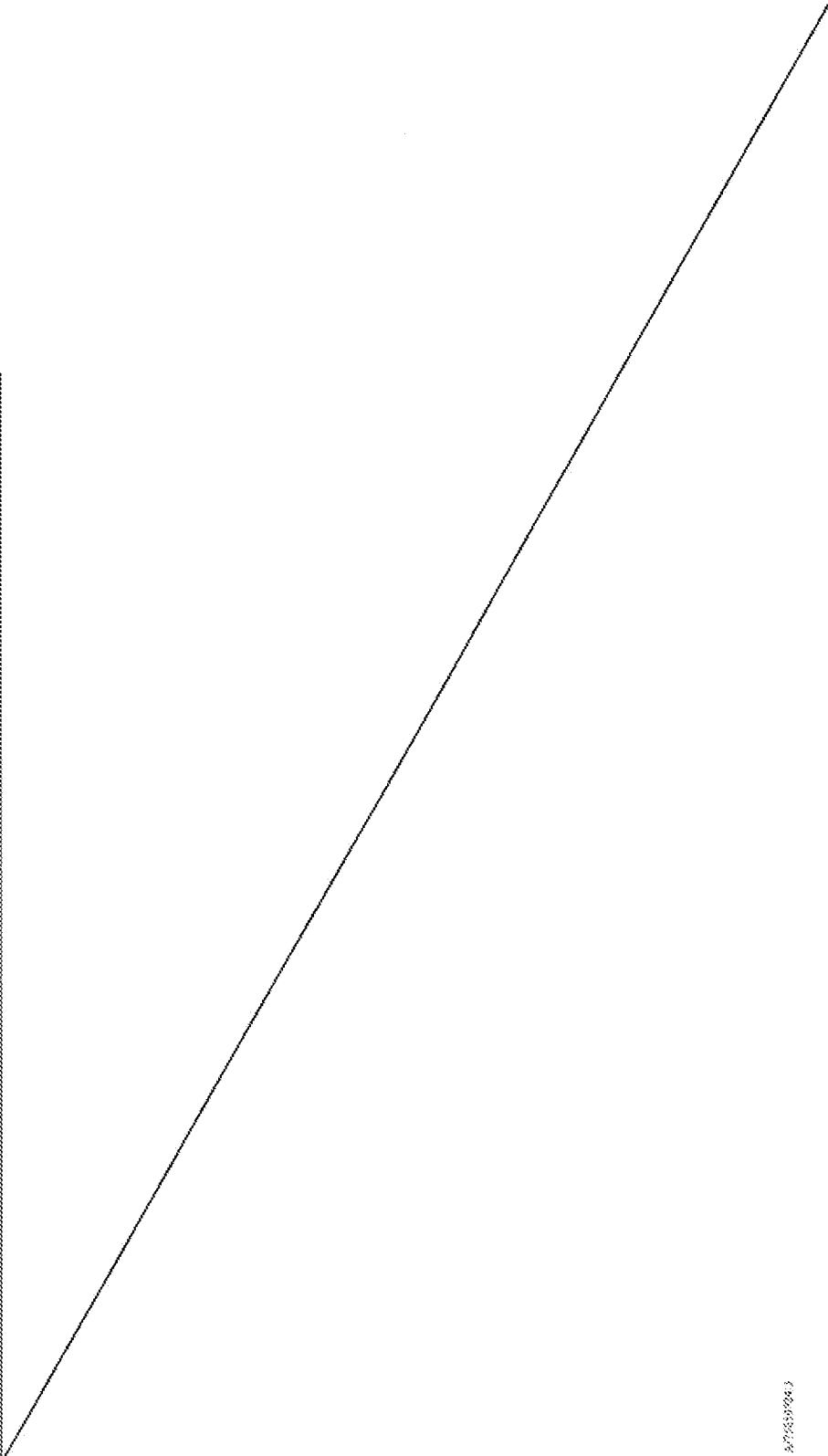
Trademark	App Number	Reg Number	Status	Country	App. Date	Reg. Date
ELECTRA BICYCLE COMPANY TOWNIE	347922	942922		Australia	2/7/2003	2/7/2003
TOWNIE	1226719	1014303		Australia	30/4/2004	08/09/2004
FLAT FOOT TECHNOLOGY TOWNIE	3479227	TMA671034		Canada	5/18/2005	8/24/2006
	3480761	3479227		European Community	10/30/2003	10/30/2003
	3480761	3480761		European Community	10/30/2003	1/20/2005
ELECTRA BICYCLE COMPANY	B 102880	2907627		Germany	9/8/1994	6/8/1995
STREAMRIDE	30313009.1	30313009		Germany	3/12/2003	5/22/2003
ELECTRA BICYCLE COMPANY		657549		International Registration, designating Austria, Benelux, Switzerland, China, Czech Republic, Denmark, Spain, France, U.K., Greece, Italy, Japan, Poland, Sweden, Singapore and Slovakia		4/24/1996
TOWNIE	266577207	200527207		South Africa	12/19/2005	12/19/2005
AMSTERDAM	78981,241	3726783		United States	6/2/2006	12/15/2009

AC/886/04.1

Trademark	App. Number	Reg. Number	Status	Country	App. Date	Reg. Date
ELECTRA BICYCLE COMPANY	74588,556	1945559		United States	10/17/1994	1/2/1996
ELECTRA BICYCLE COMPANY	74588,555	1938556		United States	10/17/1994	2/27/1996
FLAT FOOT TECHNOLOGY	76538,188	3036268		United States	8/6/2003	12/2/2005
GHOSTRIDER	78233,254	2939630		United States	4/2/2003	4/12/2005
LOFF	85930326			United States	5/13/2013	
STREAM RIDE	76230,804	2789402		United States	10/29/2001	12/2/2003
STREAM RIDE	76530,803	2744133		United States	10/29/2001	7/29/2003
STREAM RIDE	86206,657			United States	12/28/2010	
TICINO	77785,101	3971182		United States	7/20/2009	5/31/2011
TOWNIE	78247,218	2913888		United States	5/8/2003	12/21/2004
STREAMRIDE		813162		International Registration, designating Austria, Belgium, Switzerland, China, Czech Republic, Denmark, Spain, Finland, France, United Kingdom, Greece, Ireland, Italy, Japan, Norway, Poland, Portugal, Sweden, Singapore and Slovakia		06/13/2003
VERSE	85307611	4180525		United States	04/28/2011	07/24/2012

4/2/2013

Trademark	App. Number	Res. Number	Status	Country	App. Date	Reg. Date
RELIC	78476937	3369153		United States	8/30/2004	7/24/2007



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