

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM299409

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	12/17/2013

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Pon Bicycle Holding B.V.		02/18/2014	Besloten Vennootschap. Limited Liability Company: NETHERLANDS

## RECEIVING PARTY DATA

<b>Name:</b>	Pon Bicycle I B.V.
<b>Street Address:</b>	(1329 BN) Rondebeltweg 31
<b>City:</b>	Almere
<b>State/Country:</b>	NETHERLANDS
<b>Entity Type:</b>	Besloten Vennootschap. Limited Liability Company: NETHERLANDS

## PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	2874383	CERVELO
Registration Number:	2866634	CERVELO
Registration Number:	4075697	E
Registration Number:	2871492	THE SHAPE OF SPEED
Registration Number:	2869281	P2
Registration Number:	2897119	P3
Registration Number:	2895264	SMARTWALL
Registration Number:	2895265	TRUEAERO

## CORRESPONDENCE DATA

Fax Number: 2028428465

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

Phone: 2028428800

Email: dctrademarks@dbr.com

Correspondent Name: Jennifer Dean - Drinker Biddle &amp; Reath

Address Line 1: 1500 K Street, NW

Address Line 2: Suite 1100

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

OP \$215.00 2874383

**DOMESTIC REPRESENTATIVE**

**Name:** Jennifer Dean - Drinker Biddle & Reath  
**Address Line 1:** 1500 K Street, NW  
**Address Line 2:** Suite 1100  
**Address Line 4:** Washington, DISTRICT OF COLUMBIA  
20005

<b>NAME OF SUBMITTER:</b>	Felicia D. Gordon
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<b>SIGNATURE:</b>	/feliciadgordon/
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<b>DATE SIGNED:</b>	03/27/2014
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**Total Attachments: 2**

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## ASSIGNMENT OF TRADEMARK RIGHTS

**Whereas** Pon Bicycle Holding B.V. is a private company with limited liability under the laws of the Netherlands and the owner of the herein listed intellectual property,

**And Whereas** Pon Bicycle I B.V. is a private company with limited liability incorporated under the laws of the Netherlands purchasing the herein listed intellectual property,

**And Whereas** Pon Bicycle Holding B.V. by an agreement dated 17 December, 2013 has agreed to sell this intellectual property, for valuable consideration, to Pon Bicycle I B.V.

**Therefore** Pon Bicycle Holding B.V. acknowledges that on or about 17 December, 2013 it has assigned and transferred and did thereby assign and transfer to the new owner:

Pon Bicycle I B.V., (1329 BN) Rondebelteweg 31, Almere, the Netherlands (herein called the "Assignee"),

its successors, assigns and legal representatives, the entire right, title and interest for Canada, the United States and all other countries and jurisdictions, in and to the following United States Trademarks registrations and applications:

Number	Trade-Mark	Application No.	Reg. No.	Reg. Date
1.	CERVÉLO Design	78/211746	2,874,383	August 17, 2004
2.	CERVÉLO	78/211739	2,866,634	July 27, 2004
3.	É Design	78/211751	4,075,697	December 27, 2011
4.	THE SHAPE OF SPEED	78/211756	2,871,492	August 10, 2004
5.	P2	78/211761	2,869,281	August 3, 2004
6.	P3	78/211824	2,897,119	October 26, 2004
7.	SMARTWALL	78/211791	2,895,264	October 19, 2004
8.	TRUEAERO	78/211795	2,895,265	October 19, 2004

that portion of the business of the Assignor to which the Trade-Marks pertain, which is ongoing and existing including the goodwill of the business connected with that portion to which the Trade-Marks pertain;

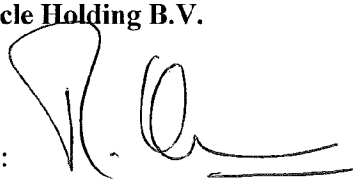
the right to oppose and/or continue any opposition to the registration of any other trade-mark based on the Trade-Marks; and


the right to commence and/or continue any action for past infringement of any rights in the Trade-Marks and to collect damages or profits as a result of such infringement.

The Assignor covenants with said Assignees, their successors, assigns and legal representatives that it has disclosed all licences presently existing and that no other assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned who are signing in the joint capacity of authorized signatories.

Executed at Almere, \_\_\_\_\_, the Netherlands, this 18<sup>th</sup> day of February, 2014, which assignment is effective, *nunc pro tunc*, as of the date 17 December, 2013.

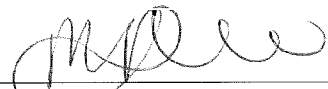
**Pon Bicycle Holding B.V.**

Signature:   
Name: R.H. Oudshoorn  
Title: SVP Pon Bicycle Group

Signature:   
Name: G. Osinga  
Title: Group Controller

**DECLARATION OF WITNESS**

I, M. de Vries, hereby declare that I was personally present and did witness R.H. Oudshoorn and G. Osinga duly sign and execute the foregoing assignment as representatives of the Assignor, and that they did declare to me to be authorized under the Constitution and by-laws of the Assignor to execute documents on its behalf, with this assignment valid the applicable laws governing the Assignor and binding thereon presently executed, whether with or without a corporate seal of the Assignor affixed thereto.

  
(Signature of Witness)

Name: M. de Vries  
Address: Almere, the  
Netherlands