

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM336402

|   |  |                       |                         |
|---|--|-----------------------|-------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                         |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                         |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                         |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>      |
| SANTA CRUZ BICYCLES, INC.   |  | 05/01/2013            | CORPORATION: CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                         |
| <b>Name:</b>  | Juliana Furtado                                    |                       |                         |
| <b>Street Address:</b>  | 209 Sheldon Avenue                                 |                       |                         |
| <b>City:</b>  | Santa Cruz   |                       |                         |
| <b>State/Country:</b>   | CALIFORNIA   |                       |                         |
| <b>Postal Code:</b>   | 95060  |                       |                         |
| <b>Entity Type:</b>   | INDIVIDUAL: UNITED STATES                          |                       |                         |
| <b>PROPERTY NUMBERS Total: 2</b>  |  |                       |                         |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                         |
| <b>Serial Number:</b>   | 85739513   | JULIANA               |                         |
| <b>Registration Number:</b>   | 4161192  | JULIANA               |                         |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                         |
| <b>Fax Number:</b>  | 5108341928   |                       |                         |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> |  |                       |                         |
| <b>Phone:</b>   | (510) 834-6600                                     |                       |                         |
| <b>Email:</b>   | MDambrov@wendel.com                                |                       |                         |
| <b>Correspondent Name:</b>  | Juliana Furtado                                    |                       |                         |
| <b>Address Line 1:</b>  | 209 Sheldon Avenue                                 |                       |                         |
| <b>Address Line 4:</b>  | Santa Cruz, CALIFORNIA 95060                       |                       |                         |
| <b>ATTORNEY DOCKET NUMBER:</b>  | JULIANA TM ASSIGNMENT                              |                       |                         |
| <b>NAME OF SUBMITTER:</b>   | Marie Ricci  |                       |                         |
| <b>SIGNATURE:</b>   | /Marie Ricci/                                      |                       |                         |
| <b>DATE SIGNED:</b>   | 03/27/2015   |                       |                         |
| <b>Total Attachments: 3</b>   |  |                       |                         |
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| source=JULIANA Trademark Assignment#page2.tif   |  |                       |                         |
| source=JULIANA Trademark Assignment#page3.tif   |  |                       |                         |

CH \$65.00 85739513

EXHIBIT A

USPTO TRADEMARK ASSIGNMENT

USPTO Registration No. 4161192 and Serial No. 85739513

This Trademark Assignment Agreement (the "Agreement") is made as of the 1<sup>st</sup> day of May, 2013 (the "Effective Date"), between Santa Cruz Bicycles, Inc. a California corporation having offices at 2841 Mission Street, Santa Cruz, California 95062 (Formerly having offices at 104 Bronson Street #22, Santa Cruz, California 95062), (the "Assignor"), and Juliana Furtado having an address of 209 Sheldon Avenue, Santa Cruz, California 95060 (the "Assignee").

The Assignor is the registered owner of a mark that is registered in the United States Patent and Trademark Office, Registration No. 4161192, registration date June 19, 2012 ("JULIANA" non-stylized, IC 012).

The Assignor is the owner of a pending application for a mark that in the United States Patent and Trademark Office, Serial No. 85739513, filing date September 26, 2012 ("JULIANA" non-stylized, IC 025).

The registered mark (Registration No. 4161192) and the pending application (Serial No. 85739513) are hereinafter collectively referred to as the "Marks".

The Assignee wishes to acquire the Assignor's rights in the Marks, and Assignor wishes to transfer to Assignee all right, title and interest in the Marks.

In exchange for good and valuable consideration, the receipt and sufficiency of which is hereby affirmed and acknowledged, the Assignor hereby irrevocably, fully and forever conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the Marks, together with the goodwill relating to the Marks, all rights to related to past, present and future infringement or misappropriations of the Marks. It is the intention of the parties to this Agreement to assign and transfer, completely, all interest and rights in and to the Marks.

The Assignor further covenants that it will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the Marks.

The parties to this Agreement hereby affirm that the signatory for each party is authorized to bind said party with respect to this Agreement.

In witness whereof, the Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.

Date:

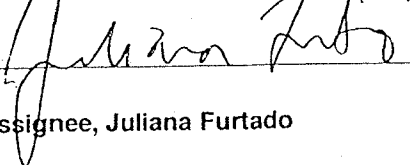
5/29/2013



Assignor, Santa Cruz Bicycles, Inc., by Rob Roskopp, President

Date:

5/29/2013



Assignee, Juliana Furtado

NOTARY IS REQUIRED

**ACKNOWLEDGMENT CERTIFICATE**

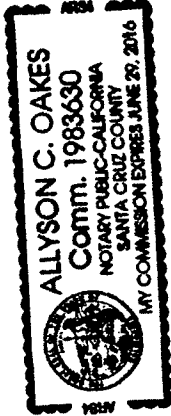
On this 29 day of May, 20 13, before me, the undersigned  
notary public, personally appeared Juliana Furtado  
(name of document signer)  
proved to me through satisfactory evidence of identification, which were CADL

to be the person whose name is signed on the preceding or attached document and acknowledged to  
me that ~~(he)~~ (she) signed it voluntarily for its stated purpose.

(as partner for \_\_\_\_\_, a corporation)  
(as \_\_\_\_\_ for \_\_\_\_\_, a corporation)  
(as attorney in fact for \_\_\_\_\_, the principal)  
(as \_\_\_\_\_ for \_\_\_\_\_, (a) (the) \_\_\_\_\_)

Allyson Oakes  
(notarial signature and seal of notary)

My Commission Expires 6-29-16



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**TRADEMARK**

**REEL: 005486 FRAME: 0403**

ACKNOWLEDGMENT CERTIFICATE

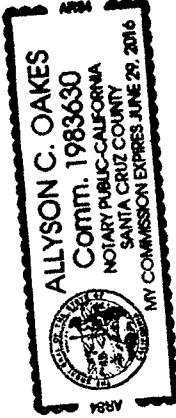
On this 29th day of May, 20 13, before me, the undersigned notary public, personally appeared Bob Baskoff (name of document signer), proved to me through satisfactory evidence of identification, which were CADL,

to be the person whose name is signed on the preceding or attached document and acknowledged to me that (he) (she) signed it voluntarily for its stated purpose.

(as partner for \_\_\_\_\_, a corporation)  
(as \_\_\_\_\_ for \_\_\_\_\_, a corporation)  
(as attorney in fact for \_\_\_\_\_, the principal)  
(as \_\_\_\_\_ for \_\_\_\_\_, (a) (the) \_\_\_\_\_)

Allyson C. Oakes  
(notarial signature and seal of notary)

My Commission Expires 6-29-16



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