

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM363439

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dorel Hungary KFT Luxembourg Branch		11/16/2015	COMPANY: LUXEMBOURG
RECEIVING PARTY DATA			
Name:	Cycling Sports Group, Inc.		
Street Address:	1 Cannondale Way		
City:	Wilton		
State/Country:	CONNECTICUT		
Postal Code:	06897		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	86051178	DFU	
Registration Number:	2539531	GURU	
Registration Number:	4679291	GURU	
Registration Number:	4326222	GURU	
CORRESPONDENCE DATA			
Fax Number:	4142735198		
<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>			
Phone:	414-273-3500		
Email:	bgilpin@gklaw.com		
Correspondent Name:	Brian G. Gilpin		
Address Line 1:	780 North Water Street		
Address Line 2:	Godfrey & Kahn, S.C.		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	055485-0986		
NAME OF SUBMITTER:	Brian G. Gilpin		
SIGNATURE:	/bgg/		
DATE SIGNED:	11/23/2015		
Total Attachments: 4			

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ASSIGNMENT

WHEREAS, Dorel Hungary KFT Luxembourg Branch, a Luxembourg company having a place of business at 16 Avenue Pasteur, L-2310, Luxembourg, Luxembourg ("Assignor") owns all right, title, and interest in the trademark registrations and applications, and any related common law rights including the goodwill associated therewith, listed on Schedule A attached hereto (the "Trademarks"); and the patents and patent applications listed on Schedule B attached hereto (the "Patents");

WHEREAS, Cycling Sports Group, Inc., a Delaware corporation having its principal place of business at 1 Cannondale Way, Wilton, Connecticut 06897, United States of America ("Assignee"), is acquiring the Trademarks and the Patents pursuant to an "Assignment of Intellectual Property Agreement" between the Assignor and Assignee (the "IP Assignment Agreement"); and,

WHEREAS, in connection with such IP Assignment Agreement, Assignee shall acquire:

1. All right, title, and interest throughout the world in and to the Trademarks and Patents and any applications and registrations therefor;
2. The goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks;
3. All right, title, and interest in all continuations, continuations-in-part, divisions, or renewals of the Patents, in all patents that may be granted therefrom, all reissues, reexaminations, or extensions of such patents, and in and to any applications that have been or shall be filed in any foreign countries, and all patents or utility models of foreign countries that may be granted therefrom or correspond thereto; and,
4. The right to recover for damages and profits for past and future infringements of Assignor's right, title, and interest as provided herein.

NOW, THEREFORE, for the good and valuable consideration set forth in the IP Assignment Agreement, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, and transfer unto Assignee:

1. All right, title, and interest in and to the Trademarks and Patents any applications and registrations therefor;
2. The goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks;
3. All right, title, and interest in all continuations, continuations-in-part, divisions, or renewals of the Patents, all patents that may be granted therefrom, all reissues, reexaminations, or extensions of such patents, and in and to any applications that have been or shall be filed in any foreign countries, and all patents or utility models of foreign countries that may be granted therefrom or correspond thereto; and,
4. Any and all claims or causes of action for infringement of Assignor's rights, titles, and interests as provided herein that may have accrued prior to and/or after

the effective date of this agreement, including the right to bring suit for and/or initiate any proceeding to collect any and all damages arising from said claims or causes of action.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, powers, and assignments, and to perform any other acts reasonably deemed necessary by the Assignee in order to vest all right, title, and interest in and to the Trademarks and Patents to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed on the dates indicated below.

DOREL HUNGERY KFT LUXEMBOURG
BRANCH

Gabor Bernath
Name: Gabor Bernath
Title: Branch Manager

CYCLING SPORTS GROUP, INC.

Peter Woods
Name: Peter Woods
Title: Director

Personally came before me this 16th day of November, 2015, the above-named Gabor Bernath, who executed the foregoing instrument and acknowledged the same.

Personally came before me this 16th day of November, 2015, the above-named Peter Woods, who executed the foregoing instrument and acknowledged the same.

[Signature]
Notary Public, Luxembourg
My Commission Expires: 2016



[Signature]
Notary Public, Province of Quebec
Bar Number: 282302-1

SCHEDULE A - TRADEMARKS

Country	Mark	Appl. No.	Appl. Date	Reg. No.	Reg. Date
United States of America	DFU	86/051,178	29-Aug-2013		
Australia	GURU	1522989	30-Oct-2012	1522989	30-Mar-2015
Brazil	GURU	840633637	05-Sep-2013		
Brazil	GURU	840633653	05-Sep-2013		
Brazil	GURU	840633610	05-Sep-2013		
Brazil	GURU	840633700	05-Sep-2013		
Brazil	GURU	840633580	05-Sep-2013		
Brazil	GURU	840633602	05-Sep-2013		
Brazil	GURU	840633670	05-Sep-2013		
Brazil	GURU	840633696	05-Sep-2013		
Canada	GURU	0855568	25-Aug-1997	TMA525972	29-Mar-2000
Canada	GURU	1,603,421	21-Nov-2012		
Chile	GURU	1123600	17-Sep-2014		
China	GURU	12207588	01-Mar-2013	12207588	07-Aug-2014
China	GURU	16485549	13-Mar-2015		
China	GURU	12207591	01-Mar-2013		
Columbia	GURU	2014-212000	24-Sep-2014		
Columbia	GURU	2014-211994	24-Sep-2014	38562	29-Jul-2015
Columbia	GURU	2014-268838	05-Dec-2014		
Costa Rica	GURU	2014-7986	17-Sep-2014	244346	18-Jun-2015
European Community	GURU	011312972	01-Nov-2012		
Hong Kong	GURU	303139164	18-Sep-2014		
Israel	GURU	268306	16-Sep-2014		
Japan	GURU	2012-088767	01-Nov-2012	5625518	25-Oct-2013
Malaysia	GURU	2014010422	17-Sep-2014		
Malaysia	GURU	2014010421	17-Sep-2014		
Mexico	GURU	1531663	26-Sep-2014		
Mexico	GURU	1531664	26-Sep-2014		
New Zealand	GURU	968023	30-Oct-2012	968023	04-Mar-2014
South Africa	GURU	2014/24968	15-Sep-2014		
South Africa	GURU	2014/24967	15-Sep-2014		
Thailand	GURU	961663	07-Nov-2014		
Thailand	GURU	961662	07-Nov-2014		
United States of America	GURU	76/061,535	02-Jun-2000	2,539,531	19-Feb-2002
United States of America	GURU	85/730,440	17-Sep-2012	4,679,291	27-Jan-2015
Canada	GURU Shield Logo	1381249	29-Jan-2008	TMA739045	29-Apr-2009
United States of America	GURU Shield Logo	77/407,714	27-Aug-2008	4,326,222	30-Apr-2013

SCHEDULE B – PATENTS

Country	Title	Appl. No.	Appl. Date	Pat. No.	Issue Date
European Patent Convention	Dynamic Fit Unit	13766814.1	25-Mar-2015		
United States of America	Dynamic Fit Unit	14/585,372	30-Dec-2014		
Patent Cooperation Treaty	Camera System for Adjustable Vehicle Fitting System	PCT/US14/43275	19-Jun-2014		
United States of America	Stationary Fitting Bike	29/494,387	19-Jun-2014		
European Patent Convention	Stationary Fitting Bike	002486332	19-Jun-2014	002486332-0001-0003	26-Jun-2014
United States of America	Adjustable Stationary Fitting Vehicle with Simulated Elevation Control	14/309,690	19-Jun-2014		
Patent Cooperation Treaty	Adjustable Stationary Fitting Vehicle with Simulated Elevation Control	PCT/US14/43270	19-Jun-2014		
United States of America	Camera System for Adjustable Vehicle Fitting System	14/309,696	19-Jun-2014		
United States of America	Dynamic Fit Unit	13/622,008	18-Sep-2012	8,950,256	10-Feb-2015
United States of America	Adjustable Stationary Bicycle	13/019,369	02-Feb-2011		
Canada	Adjustable Stationary Bicycle	2599244	28-Aug-2007		
United States of America	Adjustable Stationary Bicycle	11/845,986	28-Aug-2007	7,905,817	15-Mar-2011

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