

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM431153

<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>
Juliana Furtado		05/17/2017	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Santa Cruz Bicycles, LLC		
<b>Street Address:</b>	2841 Mission Street		
<b>City:</b>	Santa Cruz		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95060		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4161192	JULIANA	
<b>Registration Number:</b>	4538752	JULIANA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8314597830		
<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>	831-600-1107		
<b>Email:</b>	marie.ricci@santacruz bicycles.com		
<b>Correspondent Name:</b>	Marie Ricci		
<b>Address Line 1:</b>	2841 Mission St		
<b>Address Line 4:</b>	Santa Cruz, CALIFORNIA 95060		
<b>NAME OF SUBMITTER:</b>	Marie Ricci		
<b>SIGNATURE:</b>	/Marie Ricci/		
<b>DATE SIGNED:</b>	06/14/2017		
<b>Total Attachments: 1</b>			
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**TRADEMARK ASSIGNMENT**  
**(United States)**

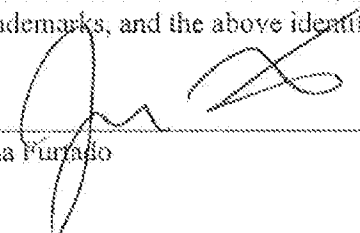
THIS TRADEMARK ASSIGNMENT is executed this 17 day of May, 2017, by Juliana Furtado (Assignor) having an address of 209 Sheldon Avenue, Santa Cruz, CA 95060.

WITNESSETH

WHEREAS, Assignor is the owner of the mark JULIANA, which is registered in the United States Patent and Trademark Office, Registration Nos. 4161192 in Class 12 and 4538752 in Class 25, dated June 19, 2012 and May 27, 2014, respectively (collectively, the "Trademarks"); and

WHEREAS, Santa Cruz Bicycles, LLC, a California limited liability company ("Assignee") having its main place of business at 2841 Mission Street, Santa Cruz, California, 95060, is desirous of acquiring the Trademarks and the registrations thereof;

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which hereby is acknowledged by the parties, Assignor does hereby assign, transfer and set over to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the above identified registrations thereof.

  
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Juliana Furtado

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