

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM444072

<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>
Shimano North America Holding, Inc.		09/19/2017	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Shimano Inc.		
<b>Street Address:</b>	3-77 Oimatsu-cho, Sakai-ku		
<b>City:</b>	Sakai City, Osaka		
<b>State/Country:</b>	JAPAN		
<b>Postal Code:</b>	590-8577		
<b>Entity Type:</b>	Corporation: JAPAN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4122482	SHIMANO SERVICE CENTER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3102030567		
<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>	310-203-8080		
<b>Email:</b>	trademarkdocket@jmbm.com		
<b>Correspondent Name:</b>	Rod S. Berman		
<b>Address Line 1:</b>	Jeffer Mangels Butler & Mitchell LLP		
<b>Address Line 2:</b>	1900 Avenue of the Stars, 7th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	75353-1003		
<b>NAME OF SUBMITTER:</b>	Rod S. Berman		
<b>SIGNATURE:</b>	/rod s. berman/		
<b>DATE SIGNED:</b>	09/21/2017		
<b>Total Attachments: 1</b>			
source=Trademark Assignment (complete signatures) SHIMANO SERVICE CENTER & Design - U.S. Reg. No. 4122482#page1.tif			

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TRADEMARK ASSIGNMENT

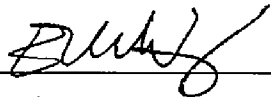
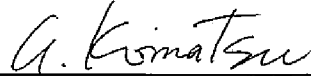
WHEREAS, Shimano North America Holding, Inc., a California corporation, having its principal address at One Holland, Irvine, California 92618 ("Assignor") is the owner of the trademark SHIMANO SERVICE CENTER & Design that is the subject of U.S. Reg. No. 4122482 (the "Mark"), and the good will associated therewith.

WHEREAS, Shimano Inc., a Japanese corporation, having its principal address at 3-77 Oimatsu-cho, Sakai-ku, Sakai City, Osaka JAPAN 590-8577.

("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Mark, as well as the goodwill associated therewith.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any all claims, demands and causes of action for infringement of the Mark, past, present and future, and all of the proceeds from the foregoing.

IN WITNESS WHEREOF, this Assignment is effective as of September 19, 2017.

SHIMANO NORTH AMERICA HOLDING, INC.	SHIMANO INC.
By: <u></u>	By: <u></u>
Name: <u>EDMUND WANG</u>	Name: <u>Atsushi Komatsu</u>
Title: <u>LEGAL MANAGER</u>	Title: <u>Assistant Vice President</u>