

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM500192

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reynolds Cycling, L.L.C.		10/15/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Hayes Bicycle Group, Inc.		
Street Address:	5800 W. Donges Bay Road		
City:	Mequon		
State/Country:	WISCONSIN		
Postal Code:	53092		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4054910	REYNOLDS	
Registration Number:	4047989	R	
Registration Number:	3857845	RZR	
Registration Number:	4144940	SWIRL LIP GENERATOR	
Registration Number:	4624261	DET	
Registration Number:	4154941	PACIFIC RIMS	
Registration Number:	4290030	PR	
CORRESPONDENCE DATA			
Fax Number:	3126551501		
<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:	312-655-1500		
Email:	pto-chi@huschblackwell.com		
Correspondent Name:	HUSCH BLACKWELL LLP		
Address Line 1:	120 South Riverside Plaza - Suite 2200		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	KATHLEEN A. RHEINTGEN		
SIGNATURE:	/Kathleen A. Rheintgen/		
DATE SIGNED:	11/30/2018		

CH \$190.00 4054910

Total Attachments: 8

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment"), effective this 22nd day of October, 2018, is made and entered into by and between Reynolds Cycling, L.L.C., with its principal business address at 1000 Allanson Rd., Mundelein, IL 60060, a limited liability company operating under the laws of the State of Delaware ("Assignor"), and Hayes Bicycle Group, Inc., with its principal business address at 5800 W Donges Bay Road, Mequon, WI 53092, a corporation operating under the laws of the State of Delaware ("Assignee") (each a "party" and collectively, the "parties").

WHEREAS, Assignor is the owner of the trademark(s), including any and all goodwill symbolized thereby, set forth on the Schedule hereto (the "Trademark(s)"); and

NOW THEREFORE, for the consideration of Ten (\$10.00) U.S. Dollars, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby assigns to Assignee all of Assignor's right, title and interest in and to the Trademark(s), including all rights therein provided by international conventions and treaties, as well as any and all rights derived from use of the Trademark(s), either by itself or by recorded licensees, and all goodwill symbolized thereby, as well as the right to sue and collect damages for past, present and future infringement and other violation thereof. Assignor shall timely execute and deliver any additional documents and perform such additional acts necessary or desirable to record and perfect the interest of Assignee in and to the Trademark(s).

2. Counterparts. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same agreement.

3. Assignment of Licenses. The parties hereby agree in that all rights and obligations which derive from any and all license agreements into which the Assignor has ever entered with respect to the Trademark(s), and which have been properly recorded with the U.S. Trademark Office, against each of said Trademark(s) included in this agreement, will also be assigned to the Assignee, by virtue of the present agreement, where applicable. In light of the present assignment of rights said provision will be regarded as effective as of the date first written above.

* * * * *

IN WITNESS WHEREOF, each party has caused the Agreement to be executed by its duly authorized representative.

REYNOLDS CYCLING, L.L.C., Assignor
a Delaware limited liability company

HAYES BICYCLE GROUP, INC., Assignee

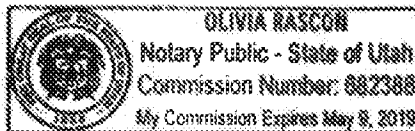
By: [Signature]
Name: Mike Dufner
Title: CFO

By: [Signature]
Name: PHILIP L. MALLIET
Title: CEO

ACKNOWLEDGMENT BY ASSIGNOR

On October 15, 2018, before me, the undersigned notary public, personally appeared Mike Dufner, who proved to me through satisfactory evidence of identification, to be the person whose name is signed on the preceding or attached document and acknowledged to me that he or she signed it voluntarily for its stated purpose.

Notary Public: Olivia Rascon
Print Name: Olivia Rascon
My Commission Expires: May 9, 2019



[Trademark Assignment]

SCHEDULE OF TRADEMARKS

See attached.

Description	Country	Specification of Goods (Name)	Classification	Trademark Number	Applied	Issued	Maintenance
Reynolds	United States	Tools	8	4054910	08/31/10	11/15/11	11/15/21
		Rim/Wheel/Accessories	12	3685035	06/11/08	09/22/09	09/22/19
		"	12	4054910	08/31/10	11/15/11	11/15/21
		Decals	16	"	08/31/10	11/15/11	11/15/21
		Water Bottles	21	"	08/31/10	11/15/11	11/15/21
		Clothing	25	"	08/31/10	11/15/11	11/15/21
		Tools	8	009650326	01/11/11	06/17/11	01/11/21
		Rim/Wheel/Accessories	12	"	01/11/11	06/17/11	01/11/21
		Water Bottles	21	"	01/11/11	06/17/11	01/11/21
		Clothing	25	"	01/11/11	06/17/11	01/11/21
		Rim/Wheel/Accessories	12	9133995	02/21/11	06/21/12	06/20/22
		Water Bottles	21	9133994	02/21/11	06/21/12	06/20/22
Clothing	25	9133993	02/21/11	07/07/12	07/06/22		

Reynolds	Taiwan	Tools	8	01512407	11/23/10	04/01/12	03/31/22
		Rim/Wheel/Accessories	12	"	11/23/10	04/01/12	03/31/22
		Decals	16	"	11/23/10	04/01/12	03/31/22
Flying or Stylized 'R'	United States	Water Bottles	21	"	11/23/10	04/01/12	03/31/22
		Clothing	25	"	11/23/10	04/01/12	03/31/22
		Rim/Wheel/Accessories	12	4047989	10/11/10	11/01/11	11/01/21
Flying or Stylized 'R'	European Union	Decals	16	"	10/11/10	11/01/11	11/01/21
		Water Bottles	21	"	10/11/10	11/01/11	11/01/21
		Clothing	25	"	10/11/10	11/01/11	11/01/21
Flying or Stylized 'R'	China	Tools	8	009650375	01/11/11	06/17/11	01/11/21
		Rim/Wheel/Accessories	12	"	01/11/11	06/17/11	01/11/21
		Water Bottles	21	"	01/11/11	06/17/11	01/11/21
Flying or Stylized 'R'		Clothing	25	"	01/11/11	06/17/11	01/11/21
		Rim/Wheel/Accessories	12	9133992	02/21/11	06/21/12	06/20/22
		Water Bottles	21	9133991	02/21/11	05/14/12	05/13/22
		Clothing	25	9133990	02/21/11	02/28/12	02/27/22

Flying or Stylized 'R'	Taiwan	Tools	8	01512408	11/23/10	04/01/12	03/31/22
		Rim/Wheel/Accessories	12	"	11/23/10	04/01/12	03/31/22
		Decals	16	"	11/23/10	04/01/12	03/31/22
		Water Bottles	21	"	11/23/10	04/01/12	03/31/22
		Clothing	25	"	11/23/10	04/01/12	03/31/22
RZR	United States	Rim/Wheel/Accessories	12	3857845	06/10/09	10/05/10	10/05/20
		Clothing	25	4027968	10/01/10	09/20/11	09/20/17
RZR	European Union	Rim/Wheel/Accessories	12	008573354	09/24/09	05/03/10	09/24/19
		"	12	009650052	01/11/11	06/17/11	01/11/21
		Water Bottles	21	"	01/11/11	06/17/11	01/11/21
		Clothing	25	"	01/11/11	06/17/11	01/11/21
RZR	China	Rim/Wheel/Accessories	12	9133999	02/21/11	06/21/12	06/20/22
		Clothing	25	9133998	02/21/11	04/28/12	04/27/22
Swirl Lip Generator Swirl Lip Generator	United States	Rim/Wheel/Accessories	12	4144940	09/09/10	05/22/12	05/22/22
	European Union	Rim/Wheel/Accessories	12	009650169	01/11/11	06/17/11	01/11/21
		Water Bottles	21	"	01/11/11	06/17/11	01/11/21

Swirl Lip Generator	China	Clothing	25	"	01/11/11	06/17/11	01/11/21
		Rim/Wheel/Accessories	12	9133997	02/21/11	02/07/13	02/06/23
DET	United States	Clothing	25	9133996	02/21/11	02/28/12	02/27/22
		Rim/Wheel/Accessories	12	4624261	03/05/14	10/21/14	10/21/20
		Rim/Wheel/Accessories	12	13173208	08/14/14	01/06/15	08/14/24
Pacific Rims	Taiwan	Water Bottles	21	"	"	"	"
		Clothing	25	"	"	"	"
		Rim/Wheel/Accessories	12	1701911	08/12/14	04/16/15	04/15/25
European Union	United States	Rim/Wheel/Accessories	12	4154941	12/22/10	06/05/12	06/05/22
		"	12	010039006	06/10/11	10/19/11	06/10/21
		Water Bottles	21	"	06/10/11	10/19/11	06/10/21
Graphic 'P/R'	China	Clothing	25	"	06/10/11	10/19/11	06/10/21
		Rim/Wheel/Accessories	12	10120839	10/28/11	04/28/13	04/27/23
		"	12	01502471	05/31/11	01/31/12	01/31/22
European Union	United States	Rim/Wheel/Accessories	12	4290030	11/28/11	02/12/13	02/12/19
		"	12	010466753	12/05/11	04/18/12	12/05/21

	China	Rim/Wheel/Accessories	12	16383030	02/15/15	10/28/16	10/27/26
	Taiwan	"	12	01531645	02/29/12	08/15/12	08/15/22

TRADEMARK

REEL: 006543 FRAME: 0865

RECORDED: 11/30/2018