

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM570502

<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>
Pioneer Kabushiki Kaisha		03/31/2020	Corporation: JAPAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Shimano Inc.		
<b>Street Address:</b>	3-77, Oimatsu-cho		
<b>Internal Address:</b>	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>	4807850	CYCLO-SPHERE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6123393061		
<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>	6123736947		
<b>Email:</b>	tmg@slwip.com		
<b>Correspondent Name:</b>	Jessica G. McDonald		
<b>Address Line 1:</b>	P.O. Box 2938		
<b>Address Line 2:</b>	Schwegman Lundberg & Woessner, P.A.		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>ATTORNEY DOCKET NUMBER:</b>	3088.093US1		
<b>NAME OF SUBMITTER:</b>	Jessica G. McDonald		
<b>SIGNATURE:</b>	/Jessica G. McDonald/		
<b>DATE SIGNED:</b>	04/03/2020		
<b>Total Attachments: 1</b>			
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U.S.A.

**DEED OF ASSIGNMENT**

**THIS DEED OF ASSIGNMENT** is made on the 31st day of March 2020 BETWEEN Pioneer Kabushiki Kaisha (doing business as Pioneer Corporation) of 28-8, Honkomagome 2-choime, Bunkyo-ku Tokyo 113-0021 Japan (hereinafter called the "Assignor") of the one part

AND Shimano Inc. of 3-77, Oimatsu-cho, Sakai-ku, Sakai City, Osaka 590-8577 Japan (hereinafter called the "Assignee") of the other part.

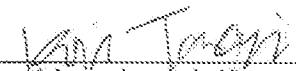
**WHEREAS**

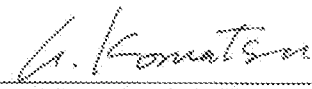
The Assignor is the beneficial owner of the trade mark "CYCLO-SPHERE" and of the United States trade mark registration the particulars of which are as listed below (hereinafter called the "Trade Mark"):

<u>TRADE MARK</u>	<u>APPLICATION NO.</u>	<u>REGISTRATION NO.</u>	<u>CLASS</u>
CYCLO-SPHERE	86/518499	4807850	9, 42

**NOW THIS AGREEMENT WITNESSETH** that, in accordance with the provisions set forth in the Asset Purchase Agreement dated March 31, 2020, good and valuable consideration has been given by the Assignee to the Assignor (the receipt whereof the Assignor hereby acknowledges) and the Assignor as beneficial owner hereby assigns unto the Assignee ALL the right title and interest in and to the Trade Mark, together with the goodwill of the business connected with the use of and symbolized by the Trade Mark as relating to all the goods and services claimed and registered under the Trade Mark.

**IN WITNESS WHEREOF** the parties hereto have hereunto set their respective hands the day and year first above written.

  
Signed for and on behalf  
of the Assignor (Pioneer Kabushiki Kaisha also trading as Pioneer Corporation)  
Name: Koji TAMAJI  
Designation: General Manager  
Intellectual Property Strategy & Management Group, IP Department

  
Signed for and on behalf  
of the Assignee (Shimano Inc.)  
Name: Atsushi KOMATSU  
Designation: Assistant Vice President  
Bicycle Component Division, Technology R&D Department, Intellectual Property Section