

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM588631

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Swissbike Vertriebs GmbH		06/19/2020	Limited Liability Company: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Alta Cycling Group IP Holder, LLC		
Street Address:	9720 Wilshire Boulevard		
Internal Address:	6th Floor		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90212		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1835374	DIAMONDBACK	
Registration Number:	2817402	DIAMONDBACK	
Registration Number:	5315125	DIAMONDBACK	
Registration Number:	1269116	DIAMONDBACK	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	colleen.brennan@bakermckenzie.com		
Correspondent Name:	David J. Davis		
Address Line 1:	300 East Randolph Street, Suite 5000		
Address Line 2:	Baker & McKenzie LLP		
Address Line 4:	Chicago, ILLINOIS 60601		
NAME OF SUBMITTER:	David J. Davis		
SIGNATURE:	/david j. davis/		
DATE SIGNED:	07/27/2020		
Total Attachments: 2			
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UNITED STATES

DEED OF ASSIGNMENT

WHEREAS, Swissbike Vertriebs GmbH (Assignor), a Swiss limited liability company, located at Industriestrasse 21, 6055 Alpnach Dorf, Switzerland, has adopted, used and is using the trademarks shown on Schedule A hereto (hereinafter called "the trademarks") and

WHEREAS Alta Cycling Group IP Holder, LLC (Assignee), a Delaware limited liability company located at 9720 Wilshire Boulevard, 6th Floor, Beverly Hills, California 90212, is desirous of acquiring the trademarks and all common law rights therein;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Swissbike Vertriebs GmbH hereby assigns to Alta Cycling Group IP Holder, LLC all right, title and interest in and to the trademarks including all common law rights therein together with the goodwill of the business symbolized by the trademarks.

DATED: 19/06/2020


SWISSBIKE VERTRIEBS GMBH

Name: Anthonie Hilbert Anbeek
Title: Chairman

UNITED STATES

SCHEDULE

TRADEMARK	REGISTRATION NO.
DIAMONDBACK	1835374
DIAMONDBACK	2817402
DIAMONDBACK	5315125
DIAMONDBACK	1269116