

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM667428

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900629464		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Firebrand Design, LLC		02/16/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	S&S Cycle, Inc.		
<b>Street Address:</b>	14025 County Hwy. G		
<b>City:</b>	Viola		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	54664		
<b>Entity Type:</b>	Corporation: WISCONSIN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4661018	FIREBRAND DESIGN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6082587138		
<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>	6082554440		
<b>Email:</b>	pto-wis@huschblackwell.com		
<b>Correspondent Name:</b>	Husch Blackwell LLP		
<b>Address Line 1:</b>	33 East Main Street, Suite 300		
<b>Address Line 4:</b>	Madison, WISCONSIN 53703		
<b>ATTORNEY DOCKET NUMBER:</b>	836245-242		
<b>NAME OF SUBMITTER:</b>	Christina N. Ostorga		
<b>SIGNATURE:</b>	/Christina N. Ostorga/		
<b>DATE SIGNED:</b>	08/13/2021		
<b>Total Attachments: 7</b>			
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source=Original Trademark Assignment Agreement#page3.tif  
source=Notice#page1.tif


## TRADEMARK ASSIGNMENT AGREEMENT


CO  
8/12/2021  
This TRADEMARK ASSIGNMENT AGREEMENT ("Agreement") is effective as of February 16, 2021 (the "Effective Date") by and among FIREBRAND DESIGN, LLC, a Delaware limited liability company having a principal place of business at 180 Port Republic Road, Waynesboro, Virginia 22980 ("Assignor") and S&S CYCLE, INC., a Wisconsin corporation having a principal place of business at 14025 County Highway G, Viola, Wisconsin, 54664 ("Assignee").


WHEREAS, the Assignor and the Assignee entered into an Asset Purchase Agreement on the date hereof (the "Purchase Agreement"), pursuant to which Assignor has agreed to sell, transfer, assign, convey and deliver to Assignee all of its rights, title and interests in, to and under the Assigned Marks as defined in Section 1.


For good and valuable consideration, the sufficiency of which is hereby acknowledged, the parties agree as follows:


1. Marks Assigned. Assignor owns, and agrees to, assign all right, title, and interest in the trademarks listed below ("Assigned Marks"):

- (a) FIREBRAND DESIGN, U.S. Registration No. 4,661,018, for *Exhausts for motors and engines; Air filters for motors and engines* in International Class 7;
- (b) FIREBRAND, a common law trademark used in connection with exhausts for motors and engines; air filters for motors and engines; skid plates; motorcycle parts; and components and accessories for the foregoing;
- (c) FIREBRAND ANYTHING BUT NEUTRAL, a common law trademark used in connection with exhausts for motors and engines; air filters for motors and engines; skid plates; motorcycle parts; and components and accessories for the foregoing;
- (d)  a common law trademark used in connection with exhausts for motors and engines; air filters for motors and engines; skid plates; motorcycle parts; and components and accessories for the foregoing;
- (e)  a common law trademark used in connection with exhausts for motors and engines; air filters for motors and engines; skid plates; motorcycle parts; and components and accessories for the foregoing;

(f)  ANYTHING BUT NEUTRAL, a common law trademark used in connection with exhausts for motors and engines; air filters for motors and engines; skid plates; motorcycle parts; and components and accessories for the foregoing;

(g)  ANYTHING BUT NEUTRAL, a common law trademark used in connection with exhausts for motors and engines; air filters for motors and engines; skid plates; motorcycle parts; and components and accessories for the foregoing;

(h)  , a common law trademark used in connection with exhausts for motors and engines; air filters for motors and engines; skid plates; motorcycle parts; and components and accessories for the foregoing; and

(i)  , a common law trademark used in connection with exhausts for motors and engines; air filters for motors and engines; skid plates; motorcycle parts; and components and accessories for the foregoing.

2. Transfer. Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest, throughout the world, in and to the Assigned Marks and any application or registration therefor, together with all common law rights, the goodwill of the business symbolized by the Assigned Marks, any and all causes of action, either in law or in equity, and the right to enforce any rights and to file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of the Assigned Marks.

3. Acceptance. Assignee hereby accepts the assignment described herein and assumes all ownership, rights, liabilities and obligations in connection with such assignment.

4. Counterparts. This Agreement may be executed in one or more separate counterparts, each of which, when so executed shall, together, constitute and be one and the same instrument. Facsimile signatures shall be deemed to be originals.

5. Acknowledgment. Nothing in this Agreement, express or implied, is intended to or shall be construed to modify, expand, or limit in any way the terms and conditions of the Purchase Agreement. In the event of a conflict between the terms and conditions of this Agreement and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall govern, supersede, and prevail.

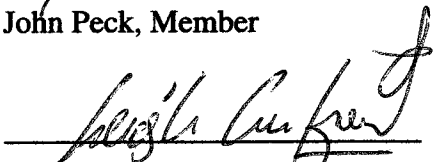
[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment Agreement to be executed as of the date first written above by their respective officers thereunto duly authorized.

**ASSIGNOR:**


**FIREBRAND DESIGN, LLC**

By:   
John Peck, Member

By:   
Leigh Crawford, Member

**ASSIGNEE:**

**S&S CYCLE, INC.**

By:   
Paul Devine, Vice President


## TRADEMARK ASSIGNMENT AGREEMENT


This TRADEMARK ASSIGNMENT AGREEMENT (“Agreement”) is effective as of January \_\_\_\_\_, 2021 (the “Effective Date”) by and among FIREBRAND DESIGN, LLC, a Delaware limited liability company having a principal place of business at 180 Port Republic Road, Waynesboro, Virginia 22980 (“Assignor”) and S&S CYCLE, INC., a Wisconsin corporation having a principal place of business at 14025 County Highway G, Viola, Wisconsin, 54664 (“Assignee”).


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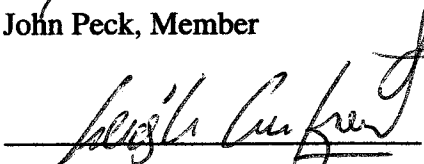
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**ASSIGNOR:**

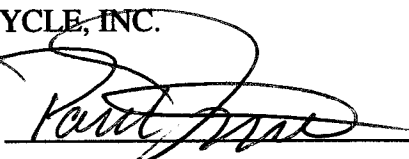
**FIREBRAND DESIGN, LLC**

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John Peck, Member

By:   
Leigh Crawford, Member

**ASSIGNEE:**

**S&S CYCLE, INC.**

By:   
Paul Devine, Vice President