

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM858555

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pacific Cycle, LLC		12/04/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Schwinn Acquisition LLC		
Street Address:	4902 Hammersley Road		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53711		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	0772712	STING-RAY	
Registration Number:	0842749	STING-RAY	
Registration Number:	4515831	STING RAY	
CORRESPONDENCE DATA			
Fax Number:	4142735198		
<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:	414-273-3500		
Email:	emcguire@gklaw.com		
Correspondent Name:	Brian G. Gilpin; Godfrey & Kahn, S.C.		
Address Line 1:	833 E. Michigan Street, Suite 1800		
Address Line 4:	Milwaukee, WISCONSIN 53202-5615		
ATTORNEY DOCKET NUMBER:	055485-1506		
NAME OF SUBMITTER:	Brian G. Gilpin		
SIGNATURE:	/Brian G. Gilpin/		
DATE SIGNED:	12/05/2023		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

WHEREAS, Pacific Cycle, LLC (the “Seller”), a Delaware limited liability company having an address of 4902 Hammersley Road, Madison, WI 53711, United States of America, is record owner of the trademarks, trademark applications, and trademark registrations identified in Exhibit A attached hereto, related common law rights, and the goodwill associated with the foregoing (collectively the “Assigned Trademarks”);


WHEREAS, Schwinn Acquisition LLC (the “Company”), a Delaware limited liability company having an address of 4902 Hammersley Road, Madison, WI 53711, United States of America, desires to acquire the Assigned Trademarks from the Seller and become the record owner; and

WHEREAS, the Seller has agreed to assign to the Company and the Company has agreed to acquire from the Seller all rights throughout the world in and to the Assigned Trademarks and any applications and registrations therefor, together with the goodwill of the business in connection with which the Assigned Trademarks are used and which is symbolized by the Assigned Trademarks, along with the right to recover damages and profits for past, present, and future infringements thereof.

NOW, THEREFORE, for one dollar (\$1.00) and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, effective as of December 4, 2023, Seller sells, assigns, and transfers unto Company all right, title, and interest in and to the Assigned Trademarks, together with all common law rights therein and the goodwill of the business in connection with which the Assigned Trademarks are used and which is symbolized by the Assigned Trademarks, throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past, present, and future infringements thereof.

Seller agrees to execute and deliver at the request of Company, all papers, instruments, and assignments, and to perform any other reasonable acts Company may require in order to vest all right, title, and interest in and to the Assigned Trademarks to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate or record the assignment, to the extent such evidence is in the possession or control of Seller.

“**SELLER**”: Pacific Cycle, LLC

By: 
Nico Zimmerman, its Secretary
12/4/2023

“**COMPANY**”: Schwinn Acquisition
LLC


By: 
Nico Zimmerman, its Secretary
12/4/2023

Exhibit A – Assigned Trademarks

Image	Trademark	GK Client-Matter	Country	Application Number	Filing Date	Registration Number	Registration Date	Status
	DYNO	055485-0212	New Zealand	716946	Aug 16, 2004	716946	Apr 17, 2005	Registered
	STING-RAY Sylized & Design	055485-0434	United States of America	72/179,588	Oct 23, 1963	772,712	Jul 07, 1964	Registered
	STING-RAY Sylized & Design	055485-0436	United States of America	72/247,873	Jun 13, 1966	842,749	Jan 23, 1968	Registered
	STING RAY	055485-0495	Canada	1,225,863	Aug 04, 2004	733,864	Feb 03, 2009	Registered
	STING RAY	055485-0522	European Union (Community)	003967346	Aug 03, 2004	003967346	Nov 29, 2005	Registered

STING RAY	055485-1001	United States of America	85/815,357	Jan 04, 2013	4,515,831	Apr 15, 2014	Registered
STING RAY	055485-1430	United Kingdom	UK00903967346	Aug 03, 2004	UK00903967346	Nov 29, 2005	Registered

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REEL: 008278 FRAME: 0902

RECORDED: 12/05/2023