

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/31/2009		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sturgis Bike Week, Inc.		06/14/2010	CORPORATION: SOUTH DAKOTA
RECEIVING PARTY DATA			
Name:	Robert W. Davis		
Street Address:	P.O. Box 1		
City:	Sturgis		
State/Country:	SOUTH DAKOTA		
Postal Code:	57785		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2852377	LIVE TO RIDE	
CORRESPONDENCE DATA			
Fax Number:	(407)841-2343		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	407-841-2330		
Email:	dsigalow@addmg.com		
Correspondent Name:	David L. Sigalow, Esq.		
Address Line 1:	255 South Orange Avenue		
Address Line 2:	Suite 1401		
Address Line 4:	Orlando, FLORIDA 32801		
ATTORNEY DOCKET NUMBER:	24963		
NAME OF SUBMITTER:	David L. Sigalow		

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**TRADEMARK
 REEL: 004224 FRAME: 0368**

Signature:	/David L. Sigalow/
Date:	06/14/2010
Total Attachments: 1 source=MB2685#page1.tif	

NUNC PRO TUNC TRADEMARK ASSIGNMENT

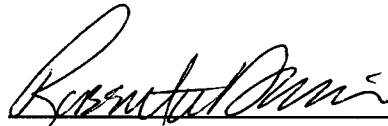
WHEREAS, as of October 31, 2009, **STURGIS BIKE WEEK, INC.**, a South Dakota corporation, whose address is 2611 Lazelle, P.O. Box 189, Sturgis, South Dakota 57785, U.S.A. (hereinafter "ASSIGNOR"), is the owner of U.S. Trademark Registration No. 2,852,377 for the Mark **LIVE TO RIDE** (hereinafter "The Trademark"); and

WHEREAS, on October 31, 2009, ASSIGNOR did agree to assign and transfer all right, title and interest in the Trademark to **ROBERT W. DAVIS** (hereinafter "ASSIGNEE"), an individual and citizen of the United States, whose address is P.O. Box 1, Sturgis, South Dakota 57785, U.S.A.;

WHEREAS ASSIGNOR wishes to confirm and ratify said assignment of the Trademark NUNC PRO TUNC as of October 31, 2009.

NOW, THEREFORE, ASSIGNOR, for TEN DOLLARS (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, does hereby confirm and rectify said assignment as of October 31, 2009 to ASSIGNEE, all right, title and interest it has in the Trademark, together with the goodwill of the business symbolized thereby; the trademark registration itself and all claims and causes of action ASSIGNOR has or may have in connection with the Trademark.

Date: JUNE 14, 2010



Robert W. Davis
Vice President
Sturgis Bike Week, Inc.

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