

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sturgis Bike Week, Inc.		01/05/2012	CORPORATION: SOUTH DAKOTA
RECEIVING PARTY DATA			
Name:	MagiCrayon International, Inc.		
Street Address:	6625 Trail Lane		
City:	Corcoran		
State/Country:	MINNESOTA		
Postal Code:	55340		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3039980	MAGICRAYON	
CORRESPONDENCE DATA			
Fax Number:	(612)874-9793		
Phone:	612-874-7071		
Email:	bruce@baralaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Bruce A Rasmussen		
Address Line 1:	2116 2nd Ave S		
Address Line 4:	Minneapolis, MINNESOTA 55404		
NAME OF SUBMITTER:	Bruce A Rasmussen		
Signature:	/BaR/		
Date:	01/07/2012		
Total Attachments: 1 source=MaguCrayon TM Assignment#page1.tif			

OP \$40.00 3039980

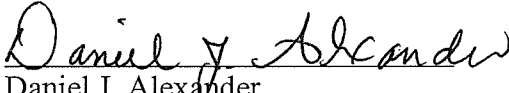
ASSIGNMENT

Sturgis Bike Week, Inc., a corporation organized under the laws of the State of South Dakota, of P.O. Box 189, Sturgis, South Dakota 57785, has adopted, used and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 3039980.

MagiCrayon International, Inc., a corporation organized under the laws of Minnesota, of 6625 Trail Lane, Corcoran, Minnesota 55340, desires to acquire such mark and the registration thereof.

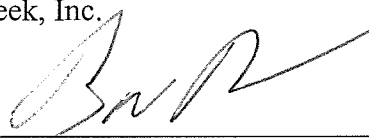
In consideration of the foregoing, and for other good and valuable consideration, the receipt of which is hereby acknowledged, Sturgis Bike Week, Inc does hereby assign to MagiCrayon International, Inc., all right, title, and interest in and to the mark described herein, together with the good will of business symbolized by such mark, in the above-identified registration thereof.

STURGIS BIKE WEEK, INC.

  
Daniel J. Alexander  
Attorney-In-Fact

State of Minnesota    )  
                                  ) ss.  
County of Hennepin    )

This instrument was acknowledged before me on January 5, 2011 by Daniel J. Alexander as Attorney-In-Fact for Sturgis Bike Week, Inc.

  
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Notary Public

