

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM324941

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/13/2014		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Twenty Twenty Cycling LLC		10/13/2014	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Demfinity LLC		
Street Address:	c/o Grant, Tani, Barash & Altman LLC		
Internal Address:	9100 Wilshire Boulevard, Suite 1000W		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90045		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85825192	T20 TWENTY TWENTY	
Serial Number:	85825203	T20 TWENTY TWENTY	
CORRESPONDENCE DATA			
Fax Number:	3108249696		
<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:	310-824-5555		
Email:	docketla@fulpat.com		
Correspondent Name:	Fulwider Patton LLP		
Address Line 1:	6060 Center Drive		
Address Line 2:	Tenth Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90045		
ATTORNEY DOCKET NUMBER:	DEMPS3-89686		
NAME OF SUBMITTER:	Stephen J. Strauss		
SIGNATURE:	/Stephen J. Strauss/		
DATE SIGNED:	12/03/2014		
Total Attachments: 3			

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ASSIGNMENT

THIS ASSIGNMENT (the "Assignment"), made and entered into as of October 13, 2014 (the "Effective Date") is by and between TWENTY TWENTY CYCLING LLC, a California Limited Liability Company having a business address located c/o Grant, Tani, Barash & Altman LLC , 9100 Wilshire Boulevard, Suite 1000W, Beverly Hills, California 90212 ("TWENTY TWENTY") and DEMFINITY LLC, a California Limited Liability Company having a business address c/o Grant, Tani, Barash & Altman LLC , 9100 Wilshire Boulevard, Suite 1000W, Beverly Hills, California 90212 ("DEMFINTY").

WHEREAS, TWENTY TWENTY is the owner of the trademarks set forth on Schedule A attached hereto and incorporated by reference herein, which applications for registration have been filed in the United States Patent and Trademark Office (collectively, the "Assigned Marks"); and

WHEREAS, DEMFINITY desires to acquire TWENTY TWENTY's right, title and interest in and to the Assigned Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, TWENTY TWENTY and DEMFINITY agree as follows:

1. TWENTY TWENTY does hereby convey, transfer, assign and deliver to DEMFINITY, free and clear of all Liens, (i) all of TWENTY TWENTY's right, title and interest in and to the Assigned Marks, including the registrations and applications for registration thereof, together with all the goodwill of the business connected with the use thereof and symbolized thereby, (ii) any past, present or future claims or causes of action arising out of or related to any infringement, dilution or other violation or impairment of any of the foregoing, and the right to sue or otherwise recover therefor, and (iii) all proceeds, including license fees, royalties, income, payments, claims, damages, and proceeds of suit now or hereafter due and/or payable with respect to any of the foregoing, the same to be held, used and enjoyed by DEMFINITY, its successors and assigns or their legal representatives, as fully and entirely as the same would have been held and enjoyed by DEMFINITY if this Assignment had not been made.

2. TWENTY TWENTY shall execute and deliver, without consideration, such documents as DEMFINITY may reasonably request, and take any and all other actions necessary, proper or advisable to more effectively convey, transfer and assign to DEMFINITY (or to more effectively record or evidence the same) the Assigned Marks.

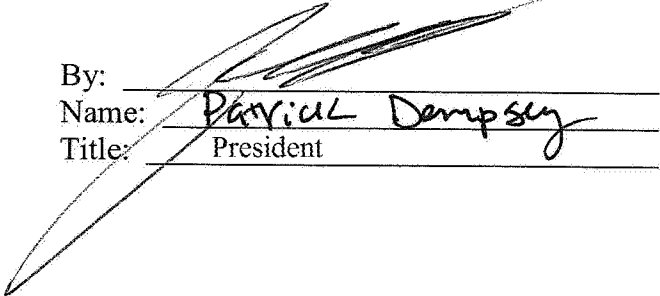
3. TWENTY TWENTY hereby authorizes and requests that the United States Patent and Trademark Office record this Assignment.

4. This Assignment shall be governed by, and construed in accordance with, the laws of the State of California applicable to contracts executed in and to be performed entirely within that state.

[signature page follows]

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first written above.

TWENTY TWENTY CYCLING LLC

By: 
Name: Patrick Dempsey
Title: President

SCHEDULE A

Mark	Application Number	Application Date
T20 TWENTY TWENTY	85/825,192	January 16, 2013
T20 <small>twenty twenty</small>	85/825,203	January 16, 2013