

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM348315

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crucial Innovation, LLC		06/17/2015	LIMITED LIABILITY COMPANY: COLORADO
RECEIVING PARTY DATA			
Name:	Specialized Bicycle Components, Inc.		
Street Address:	15130 Concord Circle		
City:	Morgan Hill		
State/Country:	CALIFORNIA		
Postal Code:	95037		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4469211	R RETÜL	
Registration Number:	4469210	RETÜL	
CORRESPONDENCE DATA			
Fax Number:	4142770656		
<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:	414-271-6560		
Email:	mkeipdocket@michaelbest.com		
Correspondent Name:	Lori S. Meddings		
Address Line 1:	100 East Wisconsin Avenue, Suite 3300		
Address Line 4:	Milwaukee, WISCONSIN 53202		
ATTORNEY DOCKET NUMBER:	087271-9752 US00		
NAME OF SUBMITTER:	Lori S. Meddings		
SIGNATURE:	/lori s. meddings/		
DATE SIGNED:	07/16/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

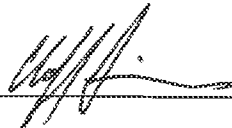
This Agreement is made by and between Crucial Innovation, LLC, a limited liability company legally organized under the laws of Colorado, having an address of 5445 Conestoga Court, #100, Boulder, Colorado 80301 (hereinafter "Assignor") and Specialized Bicycle Components, Inc., a California Corporation, having an address of 15130 Concord Circle, Morgan Hill, CA 95037 (hereinafter "Assignee") on this 17th day of June, 2015 ("Effective Date").

WHEREAS, Assignor owns the trademark registration for RETUL, R RETUL & DESIGN, and RETUL & DESIGN as shown in the attached Schedule 1 (the "Marks"); and

WHEREAS, Assignee is desirous of acquiring said Marks and the trademark registrations thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Marks and all common law rights in the Marks, together with the goodwill of the business symbolized by the Marks and its right to sue for past infringement of the Marks and to recover any and all damages and awards for such infringement.

IN WITNESS WHEREOF, the Assignor has authorized the undersigned to sign this instrument on its behalf this 17th day of June, 2015.

	<p>Crucial Innovation, LLC ("Assignor")</p> <p>Signature: <u></u></p> <p>Name: <u>Cliff Simms</u></p> <p>Title: <u>Chief Engineering, Finance & Operations</u> <u>Officer</u></p>
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**TRADEMARK ASSIGNMENT
SCHEDULE 1**

Country	Mark	Reg. No.	Classes
Australia	R RETUL & Design	1170480	9 and 41
Australia	RETUL	1172120	9 and 41
Canada	R RETUL & Design		
Canada	RETUL	903097	
European Community	R RETUL & Design	1170480	9 and 41
European Community	RETUL	1172120	9 and 41
Hong Kong	R RETUL & Design	302672569	9 and 41
Hong Kong	RETUL	302672578	9 and 41
Int'l Registration - Madrid Protocol Only	R RETUL & Design	1170480	9 and 41
Int'l Registration - Madrid Protocol Only	RETUL	1172120	9 and 41
Japan	R RETUL & Design	1170480	9 and 41
Japan	RETUL	1172120	9 and 41
Korea, Republic of	R RETUL & Design	1170480	9 and 41
Korea, Republic of	RETUL	1172120	9 and 41
New Zealand	RETUL & Design	785664	9
New Zealand	RETUL & Design	786145	35
Norway	R RETUL & Design	1170480	9 and 41
Norway	RETUL	1172120	9 and 41
Singapore	R RETUL & Design	1170480	9 and 41
Singapore	RETUL	1172120	9 and 41
South Africa	R RETUL & Design	2013/19048	9
South Africa	R RETUL & Design	2013/19049	41
South Africa	RETUL	2013/19048	9
South Africa	RETUL	2013/19051	41
Switzerland	R RETUL & Design	1170480	9 and 41
Switzerland	RETUL	1172120	9 and 41
Taiwan	R RETUL & Design	1631174	9 and 41
Taiwan	RETUL	1631173	9 and 41
United States of America	R RETUL & Design	4469211	9 and 41
United States of America	RETUL	4469210	9 and 41