

900459183 07/20/2018

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM482791



SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Machines for Freedom, LLC		05/15/2018	Limited Liability Company:
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: 4			
Property Type	Number	Word Mark	
Registration Number:	4657285	MACHINES FOR FREEDOM	
Registration Number:	5094492	MFF MACHINES FOR FREEDOM	
Registration Number:	5094494	MFF MACHINES FOR FREEDOM	
Registration Number:	5073132	MACHINES UNBOUND	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	mkeipdocket@michaelbest.com		
Correspondent Name:	Specialized Bicycle Components, Inc.		
Address Line 1:	15130 Concord Circle		
Address Line 4:	Morgan Hill, CALIFORNIA 95037		
NAME OF SUBMITTER:	Kim Arca		
SIGNATURE:	/kim arca/		
DATE SIGNED:	07/20/2018		
Total Attachments: 1			
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OP \$115.00 4657285

Trademark Assignment

This Trademark Assignment is made by and between Machines for Freedom LLC, a California limited liability company, having an address of 2117 Las Flores Canyon Road, Malibu, California 90265 (hereinafter "Assignor") and Specialized Bicycle Components, Inc., a California Corporation, having an address of 15130 Concord Circle, Morgan Hill, California 95037 (hereinafter "Assignee") on 15 May, 2018 ("Effective Date").

WHEREAS, Assignor owns the trademarks and trademark registrations shown below:

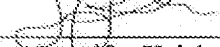
Mark/Name	Reg. No.
MACHINES FOR FREEDOM	4657285
MFF MACHINES FOR FREEDOM (Stylized) 	5094492
MFF MACHINES FOR FREEDOM (Stylized) 	5094494
MACHINES UNBOUND	5073132

(hereinafter 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.

MACHINES FOR FREEDOM LLC

By: 
Name: Jennifer Kriske
Title: Manager and Member