

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM692300

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American BMX Company, Inc.		12/02/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Pacific Cycle, LLC		
Street Address:	4902 Hammersley Road		
City:	Madison		
State/Country:	WISCONSIN		
Postal Code:	53711		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	90348475	MOTOMAG	
Serial Number:	90348462	MOTOMAG WHEELS	
CORRESPONDENCE DATA			
Fax Number:	4142735198		
<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:	4142733500		
Email:	bgilpin@gklaw.com		
Correspondent Name:	Brian G. Gilpin		
Address Line 1:	833 East Michigan Street, Suite 1800		
Address Line 2:	Godfrey & Kahn, S.C.		
Address Line 4:	Milwaukee, WISCONSIN 53202-5615		
ATTORNEY DOCKET NUMBER:	055485-1391		
NAME OF SUBMITTER:	Brian G. Gilpin		
SIGNATURE:	/brian g. gilpin/		
DATE SIGNED:	12/03/2021		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Assignment”) is made effective as of the last date indicated in the signature blocks below, by and between Pacific Cycle, LLC a Delaware limited liability company having a business address at 4902 Hammersley Road, Madison, WI 53711 USA (“Assignee”), and, American BMX Company, Inc. a Delaware corporation having a business address at 2981 Lakeview Way, Fullerton, CA 92835 USA (“Assignor”).


WHEREAS, Assignor owns all right, title, and interest in the trademark MOTOMAG and the applications for **MOTOMAG** and MOTOMAG WHEELS listed on the attached Schedule A, and any related common law rights, including the goodwill associated with the foregoing (collectively the “Trademarks”); and

WHEREAS, Assignee desires to acquire all right, title, and interest in the Trademarks and Assignor desires to transfer to Assignee all right, title, and interest in the Trademarks.

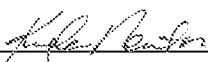
NOW, THEREFORE, for the sum of one-thousand eight-hundred dollars (\$1800.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby transfers, conveys, and assigns unto Assignee all right, title, and interest in and to the Trademarks and any applications or registrations therefor, including the applications listed on Schedule A, together with all common law rights therein, the goodwill of the business in connection with which the Trademarks are used and which is symbolized by the Trademarks, throughout the world, all renewals thereof, and all rights of action, powers, and benefits accrued thereto, including the right to sue for and collect damages and profits for past and future infringements thereof.

IN WITNESS WHEREOF, the parties have caused their duly authorized officers to execute this Assignment effective as of the date last written below.


ASSIGNOR: AMERICAN BMX COMPANY, INC.

By: 
Name: Toby Henderson
Title: Vice President
Date: 12-02-21

ASSIGNEE: PACIFIC CYCLE, LLC

By: 
Name: Kyla Newton
Title: Assistant Secretary & Sr Corporate Counsel
Date: 12/3/2021

SCHEDULE A – TRADEMARKS

Mark	Country	Application No.
 The logo for MOTOMAG, featuring the word "MOTOMAG" in a bold, black, sans-serif font with a halftone dot pattern.	US	90348475
MOTOMAG WHEELS	US	90348462

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