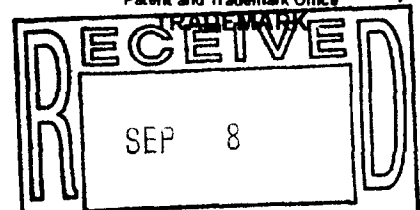


09-16-1998



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



83-8-5
MPO

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
9/19/97

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City

State/Country

Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

09/16/1998 DNGUYEN 00000074 2166733

01 FC:481 40.00 OP
02 FC:482 100.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 1788 FRAME: 0108

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

<input type="text" value="74/685,622"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

<input type="text" value="2,166,733"/>	<input type="text" value="2,110,697"/>	<input type="text"/>
<input type="text" value="2,078,155"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="2,109,020"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Christine L. Lofgren

Name of Person Signing



Signature

9/1/98

Date Signed

ASSIGNMENT

WHEREAS, Big Dog Motorcycles, L.L.C., a limited liability corporation duly organized under the laws of the State of Arizona, and having its principal place of business at 140 North Ohio, Wichita, 67214 County of Sedgwick, and State of Kansas, has adopted and used the marks "BIG DOG", "BIG DOG MOTORCYCLES", "BIG DOG SERVICE CENTER" and "BIG DOG MOTORCYCLES & Design" for motorcycle related products and services and is the applicant of the Trademark Applications listed on Schedule A attached hereto; and

WHEREAS, Big Dog Holdings, Inc., a corporation duly organized under the laws of the State of Delaware, and having its principal place of business at 121 Gray Avenue, Santa Barbara, County of Santa Barbara, and State of California, is desirous of acquiring said marks, including the good will symbolized by the marks, and the Trademark Applications and any registrations issuing therefrom.

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Big Dog Motorcycles, L.L.C. has sold, assigned and transferred, and by these presents does sell, assign and transfer unto said Big Dog Holdings, Inc. any and all of its right, title and interest, throughout the world, in and to the said marks, together with the good will of the business symbolized by the marks, and the Trademark applications thereof, as well as any registrations issuing therefrom, and the right to recover for any past infringement of said marks.

EXHIBIT A

EXECUTED this 19th day of September, 1997.

Big Dog Motorcycles, L.L.C.

[Handwritten Signature]

Name:
Title:

STATE OF

:
: SS

COUNTY OF

:

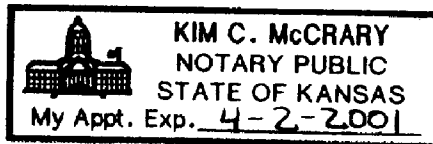
On this 7th day of July, 1998, before me personally appeared John M. Reiff, to me known to be the person described in, and who executed, the foregoing instrument, and he duly acknowledged to me that he executed the same for uses and purposes therein set forth.

Kim C. McCrary
Notary Public

SEAL

My Commission Expires:

4-2-2001



A:\ASSIGN.DOG

SCHEDULE A

United States

<u>TRADEMARK</u>	<u>Serial No.</u>	<u>Filing Date</u>
BIG DOG	74/685,622	06/07/95
BIG DOG	74/698,908	07/10/95
BIG DOG	74/976,098	06/07/95
BIG DOG MOTORCYCLES	75/189,686	10/30/96
BIG DOG MOTORCYCLES & Design	75/189,926	10/30/96

European Community Trademark

<u>TRADEMARK</u> ,	<u>Serial No.</u>	<u>Filing Date</u>
BIG DOG	84210	04/01/96

RECORDED