TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Shakespeare Company, LLC		06/30/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Shimano Inc.	
Street Address:	3-77 Oimatsu-cho	
City:	Sakai	
State/Country:	JAPAN	
Postal Code:	590-8577	
Entity Type:	CORPORATION: JAPAN	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2762637	SOLARA

CORRESPONDENCE DATA

Fax Number: (310)203-0567

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 310-203-8080

Email: trademarkdocket@jmbm.com

Correspondent Name: Rod S. Berman, Esq.

Address Line 1: 1900 Avenue of the Stars, 7th Floor Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER: 57139-1011

DOMESTIC REPRESENTATIVE

Name: Rod S. Berman, Esq.

Address Line 1: 1900 Avenue of the Stars, 7th Floor
Address Line 4: Los Angeles, CALIFORNIA 90067

NAME OF SUBMITTER: Rita A. Rozen

TRADEMARK

REEL: 002885 FRAME: 0353

CH \$40.00

Total Attachments: 1

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TRADEMARK REEL: 002885 FRAME: 0354

ASSIGNMENT OF REGISTERED TRADEMARK

WHEREAS, Shakespeare Company, LLC, a Delaware limited liability company, having the business address of 3801 Westmore Drive, Columbia, South Carolina 29223, United States of America (hereinafter the "Assignor"), adopted and used the mark SOLARA which was registered in the United States Patent and Trademark Office, Registration No. 2,762,637 dated September 9, 2003; and

WHEREAS, Shimano Inc., a corporation established and existing under the laws of Japan, having the business address of 3-77 Oimatsu-cho, Sakai Osaka 590-8577, Japan (hereinafter the "Assignee"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for sufficient, good, and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee its entire right and title to and interest in said trademark and said registration, together with the goodwill of the business associated with the trademark.

Executed at,	, this <u>30</u> day of June, 2004.
	SHAKESPEARE COMPANY, LLC
	By: Scott Hocsett Title: PRESIDENT
STATE OF	
COUNTY OF) ss.	
instrument, on oath stated that has acknowledged it as the	ne, and said person acknowledged that he/she signed this ne/she was authorized to execute the instrument and of Shakespeare Company, LLC to be y for the uses and purposes mentioned in the instrument.
Dated:	<u></u>
(Seal or stamp)	
	Printed Name:
	Notary Public
CT C A D A	My appointment expires
CLC:MPA	

LAW OFFICES OF CHRISTENSEN O'CONNOR JOHNSON KINDNESS***C 1420 Fifth Avenue Suite 2800 Scattle, Washington 98101 206.682.8100

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RECORDED: 07/02/2004

TRADEMARK

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