

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/01/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
David Lee and Ray Shott		04/07/2007	PARTNERSHIP: CALIFORNIA

RECEIVING PARTY DATA

Name:	HB Custom Components, Inc
Street Address:	2560 San Juan Hollister Road
City:	Hollister
State/Country:	CALIFORNIA
Postal Code:	95023
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78046317	CHEROKEE

CORRESPONDENCE DATA

Fax Number: (916)962-2805
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 916-442-3700
 Email: GGross@GrossAndAssociates.com
 Correspondent Name: Glen L. Gross
 Address Line 1: 1415 L Street
 Address Line 2: Suite 1000
 Address Line 4: Sacramento, CALIFORNIA 95814

ATTORNEY DOCKET NUMBER:	1069-001
NAME OF SUBMITTER:	Glen L. Gross
Signature:	/Glen L. Gross/

OP \$40.00 78046317

Date:

04/12/2007

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement") is entered into by and between David A. Lee and Ray E. Shott ("Assignors") and H.B. Custom Components, Inc. ("Assignee") a California corporation with offices at 2560 San Juan Hollister Road, Hollister, CA, 95023 effective as of April 1, 2005 (the "Effective Date").

WHEREAS, Assignors, have acquired and own all federal, state, or common law right, title and interest to the trademark and trademark application relating to the mark, CHEROKEE (the "Mark"), for use with land vehicles, namely motorcycles, which is the subject matter of application for registration Serial No. 78/046,317, filed in the United States Patent and Trademark Office on February 2, 2001, and the good will of the business associated with and symbolized by the Mark.

WHEREAS, Assignors, have formed the entity, HB Custom Components, Inc., a corporation organized and existing under the laws of the State of California having its principal office and place of business at Hollister, California, hereinafter referred to as Assignee, to continue the ongoing business of Assignors, such that the Assignee is the successor to Assignor's business.

NOW, THEREFORE, for and in consideration of the sum of \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged by said Assignors, the said Assignors do hereby acknowledge the sale and assignment unto the said Assignee of all right, title and interest in and to said Mark and does hereby sell and assign Nunc Pro Tunc, including the good will of the business in connection with which the Mark is used and which is associated with said mark unto said Assignee, all right,

title and interest in and to said Mark, said application for registration serial No.
78/046,317, and the right to sue and recover for past infringement of said Mark, as of
April 1, 2005, the date of said Assignment.

By: *David A. Lee*
David A. Lee

By: *Ray E. Shott*
Ray E. Shott

as Executor of the *David A. Lee Estate*

Date: 4-7-07

Date: 4/6/07

ACKNOWLEDGMENT

State of California
County of San Benito

On April 6, 2007 before me, Robert Ernest Flores Notary Public
(here insert name and title of the officer)

personally appeared _____

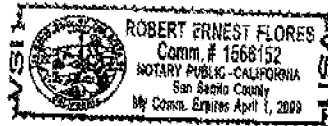
RAY E. SHATT

(TRADEMARK ASSIGNMENT - Two Pages)

personally known to me (or proved to me on the basis of satisfactory evidence) to be
the person(s) whose name(s) is are subscribed to the within instrument and
acknowledged to me that he she/they executed the same in his her/their authorized
capacity(ies), and that his her/their signature(s) on the instrument the person(s),
or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal

Signature [Handwritten Signature]



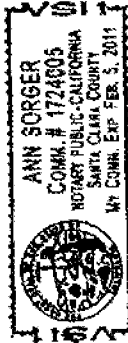
(Seal)

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of CALIFORNIA
County of SANTA CLARA

On 4-07-07 before me, ANN SORGER
DATE NAME, TITLE OF OFFICER - E.G., "JANE DOE, NOTARY PUBLIC"
personally appeared ANN LEE

personally known to me - OR - proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Ann Sorger
SIGNATURE OF NOTARY