

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
Sturgis Area Chamber of Commerce		06/30/2010	non-profit corporation: SOUTH DAKOTA
RECEIVING PARTY DATA			
Name:	Sturgis Motorcycle Rally, Inc.		
Street Address:	909 St. Joseph Street		
City:	Rapid City		
State/Country:	SOUTH DAKOTA		
Postal Code:	57701-3301		
Entity Type:	non-profit economic development corporation: SOUTH DAKOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	76201760	BLACK HILLS	
Serial Number:	76201759	STURGIS	
CORRESPONDENCE DATA			
Fax Number:	(704)444-1111		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	704 444 1000		
Email:	marie.poveromo@alston.com		
Correspondent Name:	George M. Taulbee		
Address Line 1:	101 S. Tryon St.		
Address Line 2:	Bank of America Plaza, STE 4000		
Address Line 4:	Charlotte, NORTH CAROLINA 28280-4000		
NAME OF SUBMITTER:	George M. Taulbee		
Signature:	/George M. Taulbee/		
Date:	07/21/2010		

OP \$65.00 76201760

TRADEMARK

Total Attachments: 3

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United States

**ASSIGNMENT OF U.S. INTENT-TO-USE
TRADEMARK AND SERVICE MARK APPLICATIONS**
From STURGIS AREA CHAMBER OF COMMERCE TO STURGIS MOTORCYCLE RALLY, INC.

WHEREAS, *Sturgis Area Chamber of Commerce*, a South Dakota non-profit corporation, having a principal place of business at 2040 Junction Avenue, Sturgis, South Dakota 57785, United States of America (hereinafter referred to as "ASSIGNOR"), is the record owner of the entire unencumbered right, title, and interest in and to the trademarks and service marks and the corresponding United States Trademark and Service Mark Applications identified in Schedule "A" attached hereto (collectively "Trademarks");

Applicant has intended to use the Trademarks in commerce and has pending applications, identified in Schedule A attached hereto, indicating that intention, but has not yet filed Allegations of Use under Section 1(c) or 1(d) of the Trademark Act. Applicant is assigning the Trademarks as a part of the business, or portion thereof, to which the marks pertain as required by 15 U.S.C. § 1060;

WHEREAS, *Sturgis Motorcycle Rally, Inc.*, a non-profit economic development corporation organized under Section 501(c)(6) of the Internal Revenue Code, having a principal place of business at 909 St. Joseph Street, Rapid City, South Dakota 57701-3301, United States of America (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the Trademarks, and the corresponding United States Trademark applications identified in Schedule A attached hereto, and the business, or portion thereof, to which the Trademarks pertain;

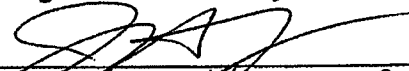
NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer, and sell unto said ASSIGNEE the entire right, title, and interest in and to the Trademarks, and the


business, or portion thereof, to which the Trademarks pertain together with the goodwill of the business appurtenant to and symbolized by said Trademarks, and all rights of action against third parties for past infringement thereof, the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made.

ASSIGNOR hereby warrants and covenants that ASSIGNOR has the full power and authority to convey the rights, title, and interest herein assigned, transferred, and sold to ASSIGNEE, that ASSIGNOR has not executed and will not execute any agreement in conflict herewith, and that he will execute or procure the execution of any and all future assignments or other instruments which may be necessary to perfect and evidence ASSIGNEE'S ownership of the property rights herein conveyed.

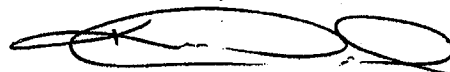
IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, has caused this Assignment to be executed by as of the 30 day of June, 2010.

Sturgis Area Chamber of Commerce


By: JASON HAFNER
Title: PRESIDENT

JOAN TEIGEN


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Kelley Dendis


SCHEDULE A

United States Trademark Applications

<u>Mark</u>	<u>Application No.</u>	<u>Filed</u>
BLACK HILLS	76/201,760	January 30, 2001
STURGIS	76/201,759	January 30, 2001