

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM440243

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shimano American Corporation		07/01/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Shimano North America Holding, Inc.		
Street Address:	One Holland		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92618		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 26			
Property Type	Number	Word Mark	
Registration Number:	4218884	BALANCA	
Registration Number:	3249565	BLACKMOON	
Registration Number:	3249683	BLUEWAVE	
Registration Number:	3335171	BORONA	
Registration Number:	3249563	BRISTOL BAY	
Registration Number:	3449551	BROADWAY	
Registration Number:	3348546	BRUTAS	
Registration Number:	2538505	DARTAINIUM	
Registration Number:	3898063	DEPTH-HUNTER	
Registration Number:	4061317	EVAIR	
Registration Number:	3832933	HOLLOW-ACE	
Registration Number:	3446314	LUCANUS	
Registration Number:	3490050		
Registration Number:	4729219	MAXCUATRO	
Registration Number:	2240280	POWER PRO	
Registration Number:	4025564	POWER PRO	
Registration Number:	4799369	POWER PRO	
Registration Number:	4122482	SHIMANO SERVICE CENTER	
Registration Number:	4169295	SSC SHIMANO SERVICE CENTER	
TRADEMARK			

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Property Type	Number	Word Mark
Registration Number:	4047027	SUPER 8 SLICK
Registration Number:	4515640	TRINSIC
Registration Number:	3832862	WAXWING
Registration Number:	4656108	
Registration Number:	4180686	ZELES
Registration Number:	4526946	ZERO IMPACT
Registration Number:	2456694	SAHARA

CORRESPONDENCE DATA

Fax Number: 3102030567

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.

Phone: 310-203-8080

Email: trademarkdocket@jmbm.com

Correspondent Name: Rod S. Berman

Address Line 1: Jeffer Mangels Butler & Mitchell LLP

Address Line 2: 1900 Avenue of the Stars, 7th Floor

Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	63624-0001
NAME OF SUBMITTER:	Rod S. Berman
SIGNATURE:	/rod s. berman/
DATE SIGNED:	08/22/2017

Total Attachments: 2

source=Certificate of Amendment of Articles of Incorporation - Shimano North America Holding, Inc#page1.tif

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CERTIFICATE OF AMENDMENT
OF
ARTICLES OF INCORPORATION

FILED
SECRETARY OF STATE
STATE OF CALIFORNIA

AUG -9 2017

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The undersigned certify that:

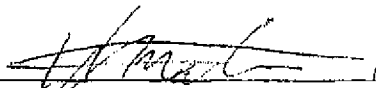
1. They are the president and the secretary, respectively, of Shimano American Corporation, a California corporation.
2. Article I of the Articles of Incorporation of this corporation is amended to read as follows:

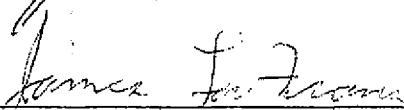
The name of this corporation is Shimano North America Holding, Inc.

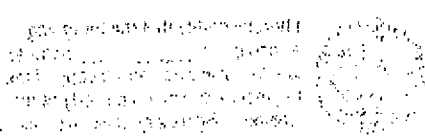
3. The foregoing Amendment of Articles of Incorporation has been duly approved by the board of directors.
4. The foregoing Amendment of Articles of Incorporation has been duly approved by the required vote of the shareholders of this corporation in accordance with Section 902 of the California Corporations Code. The total number of outstanding shares of the corporation is twenty thousand (20,000). The number of shares voting in favor of the Amendment equaled or exceeded the vote required. The favorable vote of a majority of such shares is required to approve the Amendment, and the number of such shares voting in favor of the Amendment exceeded the required vote.

We further declare under penalty of perjury under the laws of the State of California that the matters set forth in this certificate are true and correct of our own knowledge.

Date: July 1, 2017


Hiroshi Matsui, President


James LaFrance, Secretary





I hereby certify that the foregoing transcript of _____ page(s) is a full, true and correct copy of the original record in the custody of the California Secretary of State's office.

AUG 10 2017 KM

Date: _____

Handwritten signature of Alex Padilla in cursive.

ALEX PADILLA, Secretary of State