

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Professional Bull Riders, Inc.		03/03/2010	CORPORATION: COLORADO
RECEIVING PARTY DATA			
Name:	American Bucking Bull, Inc.		
Street Address:	101 West Riverwalk		
City:	Pueblo		
State/Country:	COLORADO		
Postal Code:	81003		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77660382	ABBI AMERICAN BUCKING BULL INC.	
Serial Number:	77641155	ABBI AMERICAN BUCKING BULL INC.	
CORRESPONDENCE DATA			
Fax Number:	(800)565-6658		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	719-475-6401		
Email:	docket@hollandhart.com		
Correspondent Name:	Jessica A. Neville		
Address Line 1:	P.O. Box 8749		
Address Line 2:	Attn: Tracy Baker		
Address Line 4:	Denver, COLORADO 80201-8749		
ATTORNEY DOCKET NUMBER:	74413.0002		
NAME OF SUBMITTER:	Jessica A. Neville		
Signature:	/Jessica A. Neville/		

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Date:

03/24/2010

Total Attachments: 5

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement, together with the Schedules attached hereto ("Agreement") is made this 3rd day of March, 2010 (the "Effective Date") by and between Professional Bull Riders, Inc., a Colorado corporation (the "PBR"), and American Bucking Bull, Inc., a Colorado corporation ("ABBI").

In exchange for good and valuable consideration, the sufficiency and receipt of which PBR acknowledges, PBR desires to transfer, and ABBI desires to acquire, the right, title and interest to the U.S. trademark applications and any subsequent registrations, as applicable, described on Schedule A, attached hereto, together with the goodwill of the business associated with and symbolized by said trademarks (the "Applications"), as further set forth herein. The illustration of the bucking bull appearing in the Application represented by Serial Number 77/660,382, together with all intellectual property rights therein, if any, shall be referred to herein as the "Bull Elements".

1. Assignment; Ownership. PBR hereby assigns and transfers to ABBI all of its right, title and interest in and to the Applications (except as to the Bull Elements, as set forth in Section 2), together with the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringement of the Applications, except for the Bull Elements. PBR hereby acknowledges ABBI's exclusive ownership of the Applications except for the Bull Elements, and that all use of the Bull Elements by ABBI shall be governed solely by this Agreement. ABBI hereby acknowledges PBR's exclusive ownership of the Bull Elements.

2. License. PBR hereby grants to ABBI a revocable, perpetual, non-exclusive, royalty-free, fully paid-up, worldwide, right and license (with the right to sublicense) to use the Bull Elements solely as part of a composite mark also containing the "ABBI" and/or "American Bucking Bull, Inc." designation and in furtherance of ABBI's business purposes and activities, both internally and with third parties (the "License").

3. Quality Control. ABBI shall maintain the quality of the goods and services associated with the Bull Elements that it currently maintains in its use thereof as of February, 2010, which use is hereby deemed approved by PBR (the "Quality").

4. Termination of License. PBR may terminate the License (i) for noncompliance with the Quality, upon 30 days notice to ABBI if ABBI has failed to cure such breach within such 30 day period, (ii) in the event that PBR or ABBI sells or transfers all or substantially all of its assets, or (iii) if ABBI discontinues use of the Bull Elements for five years or more. Upon termination of the License, ABBI shall have a one (1) year phase-out period in which to cease all use of the Bull Elements. ABBI may terminate the License at any time, upon written notice to PBR.

5. Further Assurances; Ongoing Cooperation. PBR, at the request of ABBI and at ABBI's own expense, shall promptly cooperate in all ways, including by the execution and delivery of any additional documentation or instruments reasonably necessary to effectuate the transfer of ownership of the Applications to ABBI; provided, however, that this Agreement shall

be effective regardless of whether any such additional documents or instruments are executed or delivered. PBR further agrees to execute all necessary assignment documents, make all rightful oaths and generally to do everything necessary or desirable to aid ABBI, its successors and assigns, to obtain and enforce proper protection for the Applications.

6. **Indemnification.** The parties assume no liability to each other with respect to the goods and services sold, offered, performed or advertised by the other party or in connection with any of the rights granted under this Agreement. ABBI shall indemnify and hold harmless PBR, its agents and employees against all claims, demands, liability, suits, actions or losses, including all reasonable expenses and attorneys' fees, incurred by or imposed on PBR, its agents and employees through claims, demands, suits or actions of third parties involving the goods and services provided by ABBI or in connection with any rights granted under this Agreement. PBR shall indemnify and hold harmless ABBI, its agents and employees against all claims, demands, liability, suits, actions or losses, including all reasonable expenses and attorneys' fees, incurred by or imposed on ABBI, its agents and employees through claims, demands, suits or actions of third parties involving claims of trademark infringement based in whole or in part on the Bull Elements or otherwise in connection with any rights granted under this Agreement.

7. **Miscellaneous.** This Agreement contains the entire agreement and understanding of the parties with respect to the subject matter hereof, and supersedes all prior agreements, negotiations, representations and proposals, written and oral, relating thereto. This Agreement may be amended or modified only in a writing executed by both parties. This Agreement shall inure to the benefit of, and shall be binding upon, the parties, their respective successors and permitted assigns. Executed copies of this Agreement may be delivered by facsimile transmission or other comparable electronic means. If for any reason any provision of this Agreement shall be deemed by a court of competent jurisdiction to be legally invalid or unenforceable, the validity, legality and enforceability of the remainder of this Agreement shall not be affected and such provision shall be deemed modified to the minimum extent necessary to make such provision consistent with applicable law and, in its modified form, such provision shall then be enforceable and enforced. This Agreement shall be governed, enforced, performed and construed in accordance with the laws of the State of Colorado (excepting those conflicts of laws provisions which would serve to defeat application of Colorado substantive law). PBR and ABBI hereby submit to the exclusive jurisdiction of the state and/or federal courts located within the State of Colorado for any suit, hearing or other legal proceeding of every nature, kind and description whatsoever in the event of any dispute or controversy arising hereunder or relating hereto, or in the event any ruling, finding or other legal determination is required or desired hereunder.

IN WITNESS WHEREOF, PBR and ABBI have caused the execution of this Agreement as of the 3rd day of March, 2010.

Professional Bull Riders, Inc.

By: 

Name: Matthew A. Ruela

Title: General Counsel

Date: 03/04/2010


American Bucking Bull, Inc.

By: 

Name: Andrea Lamoreaux

Title: General Manager

Date: 3-10-10

		BULLS AND ANIMAL EXHIBITIONS IN THE FIELD OF BUCKING BULLS.	
	77/641,155, filed December 30, 2008	CLOTHING, NAMELY, SHIRTS, SWEATSHIRTS, BASEBALL CAPS, AND JACKETS.	25

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