

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
Reinke Sports Group, LLC		03/03/2011	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	The Trustees of Purdue University		
Street Address:	Office of Contract and Grant Business Affairs		
Internal Address:	1063 Hovde Hall		
City:	West Lafayette		
State/Country:	INDIANA		
Postal Code:	47907		
Entity Type:	state university: INDIANA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77948002	HOME OF PURDUE HALF MARATHON	
Serial Number:	77946677	HOME OF PURDUE HALF MARATHON	
CORRESPONDENCE DATA			
Fax Number:	(765)742-8175		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	765-423-1561		
Email:	tbp@stuartlaw.com		
Correspondent Name:	Thomas B. Parent, Stuart & Branigin LLP		
Address Line 1:	300 Main Street, Suite 900		
Address Line 4:	Lafayette, INDIANA 47901		
ATTORNEY DOCKET NUMBER:	1391/22		
NAME OF SUBMITTER:	Attorney for Receiving Party		
Signature:	/Thomas B. Parent/		
Date:	03/23/2011		
Total Attachments: 1 source=Assignment of Rights#page1.tif			

CH \$65.00 77948002

**ASSIGNMENT OF RIGHTS
IN INTELLECTUAL PROPERTY FOR
HOME OF PURDUE HALF MARATHON**

For good and valuable consideration, the receipt of which is hereby acknowledged, Reinke Sports Group, LLC, a Florida limited liability company ("RSG") hereby irrevocably and completely transfers, assigns, conveys, sets over and delivers to The Trustees of Purdue University ("Purdue"), all right, title, and interest, to the Home of Purdue Half Marathon word and logo trademarks and any and all intellectual property related thereto, including good will and the two pending trademark applications with the U.S. Patent and Trademark Office (serial # 77948002 and 77946677) and the Indiana state trademark registration (Indiana Secretary of State file # 2010-0102) (collectively all of the above is referred to as the "Intellectual Property").

RSG shall execute, acknowledge, and deliver to Purdue, at its expense, such written documents and instruments and do such other acts as may be necessary in the opinion of Purdue to vest the entire right, title, and interest in and to the Intellectual Property to Purdue, and to confirm the complete ownership thereof by Purdue.

REINKE SPORTS GROUP, LLC

Date: March 3, 2011

By: 

Printed: Dawn Reinke

Title: President / CEO