

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
CrossFit, Inc.		04/25/2011	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	CrossFit, Inc.
Street Address:	1250 Connecticut Ave., Suite 200
City:	Washington
State/Country:	DISTRICT OF COLUMBIA
Postal Code:	20036
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	3826111	CROSSFIT
Serial Number:	85196654	CROSSFIT
Serial Number:	77719855	CROSSFIT
Serial Number:	77719845	CROSSFIT
Serial Number:	77719842	CROSSFIT
Serial Number:	77719838	CROSSFIT
Serial Number:	77719836	CROSSFIT
Serial Number:	77719862	CROSSFIT
Registration Number:	3007458	CROSSFIT
Serial Number:	77883575	KETTLEBEAR

CORRESPONDENCE DATA

Fax Number: (678)553-2212
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 678-553-2100

900190472

**TRADEMARK
 REEL: 004530 FRAME: 0429**

CH \$265.00 3826111

Email: atltrademark@gtlaw.com
Correspondent Name: Joel R. Feldman, Esq.
Address Line 1: 3290 Northside Parkway, Suite 400
Address Line 2: Greenberg Traurig, LLP
Address Line 4: Atlanta, GEORGIA 30327

ATTORNEY DOCKET NUMBER:	047764.020000
NAME OF SUBMITTER:	Joel R. Feldman, Esq.
Signature:	/jrf/
Date:	04/28/2011

Total Attachments: 3
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TRADEMARK ASSIGNMENT

WHEREAS, CrossFit, Inc., a California corporation with mailing addresses of 1250 Connecticut Ave., Suite 200, Washington, DC 20036 and 3136 Willow Creek Rd., Prescott, Arizona 86301 ("Assignor"), owns U.S. trademark applications and registrations set out in Schedule A and international registrations set out in Schedule B (collectively, the "Marks");

WHEREAS, CrossFit, Inc., a Delaware corporation with mailing addresses of 1250 Connecticut Ave., Suite 200, Washington, DC 20036 and 3136 Willow Creek Rd., Prescott, Arizona 86301 ("Assignee") has an ongoing and existing business and wishes to acquire any and all rights that Assignor has in and to the Marks, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee all right, title and interest in and to the Marks, including the applications therefor and any common law rights therein, in the United States and throughout the world, and any and all similar designations thereto, together with that part of the goodwill of the business connected with the use of the Marks and symbolized by the Marks, along with the right to pursue claims and recover damages and profits for past infringements thereof.

Assignor will execute and deliver at the request of the Assignee, any additional papers, instruments, or assignments, and will perform any other reasonable acts that Assignee requests, in order to vest all of Assignor's right, title, and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is requested by Assignee.

CROSSFIT, INC., a California corporation

By: EBR
Eric Black

Title: Attorney

Date: 4/25/11

CROSSFIT, INC., a Delaware corporation

By: EBR
Eric Black

Title: Attorney

Date: 4/25/11

SCHEDULE A

<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>
CROSSFIT	77/718,844	3,826,111
CROSSFIT	85/196,654	
CROSSFIT	77/719,855	
CROSSFIT	77/719,845	
CROSSFIT	77/719,842	
CROSSFIT	77/719,838	
CROSSFIT	77/719,836	
CROSSFIT	77/719,862	
CROSSFIT	78/422,177	3,007,458
KETTLEBEAR	77/883,575	

SCHEDULE B

<u>Trademark</u>	<u>Country</u>	<u>Registration No.</u>
CROSSFIT	Australia	1115598
CROSSFIT	Canada	758306
CROSSFIT	China	6962397
CROSSFIT	European Union	5049192
CROSSFIT	Norway	248862
CROSSFIT	Russian Federation	399456
CROSSFIT	Switzerland	593238
CROSSFIT	WIPO (IR)	1022145

ATL 18,060,575/v1 4-15-11