

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
	Comite International Olympique		09/10/2012
	Entity Type a Swiss association: SWITZERLAND		
RECEIVING PARTY DATA			
Name:	United States Olympic Committee		
Street Address:	One Olympic Plaza		
City:	Colorado Springs		
State/Country:	COLORADO		
Postal Code:	80909		
Entity Type:	a U.S. Congressionally chartered corporation: COLORADO		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	4152658	RIO 2016
CORRESPONDENCE DATA			
Fax Number:	3176361507		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
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ATTORNEY DOCKET NUMBER:	IOLC 66		
NAME OF SUBMITTER:	Meg A. Ward		
Signature:	/megaward/		
Date:	10/27/2012		
Total Attachments: 1 source=IOLC_66_ASSIGNMENT#page1.tif			

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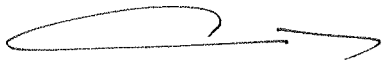
WHEREAS, the Comité International Olympique, a Switzerland association located at Château de Vidy, 1007 Lausanne, Switzerland (hereinafter "Assignor"), has registered the following mark in the United States Patent and Trademark Office:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
RIO 2016	4,152,658	June 5, 2012

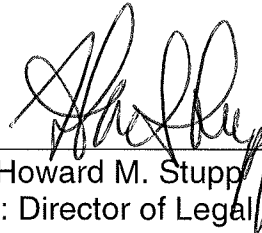
WHEREAS, the United States Olympic Committee, a United States congressionally chartered corporation located at One Olympic Plaza, Colorado Springs, Colorado 80909 (hereinafter "Assignee"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the above identified registration thereof.

Comité International Olympique



By: Christophe de Kepper  
Title: Director General



By: Howard M. Stupp  
Title: Director of Legal Affairs

Date: 10 SEP 2012