

## 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
GPCG. LLC		06/03/2013	LIMITED LIABILITY COMPANY: KANSAS
RECEIVING PARTY DATA			
Name:	Nike, Inc.		
Street Address:	One Bowerman Drive		
City:	Beaverton		
State/Country:	OREGON		
Postal Code:	97005		
Entity Type:	CORPORATION: OREGON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3758827	MAKE IT COUNT	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	503-532-3815		
Email:	marion.costello@nike.com		
Correspondent Name:	Jaime M. Lemons		
Address Line 1:	One Bowerman Drive		
Address Line 4:	Beaverton, OREGON 97005		
NAME OF SUBMITTER:	Jaime M. Lemons		
Signature:	/Jaime Lemons/		
Date:	08/07/2013		
Total Attachments: 1 source=Make it Count Assignment#page1.tif			

CH \$40.00 3758827

**EXHIBIT B**  
**TRADEMARK ASSIGNMENT**

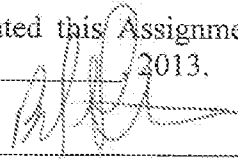
Whereas, GPCG, LLC, having a principal place of business at 6900 College Blvd., Suite 700, Overland Park, Kansas 66211 (hereinafter "ASSIGNOR") is the owner of the following trademark registration:

Registration No.	Registration Date	Trademark
3,758,827	March 9, 2010	

And, Whereas, Nike, Inc., having a principal place of business at One Bowerman Drive, Beaverton, Oregon 97005 (hereinafter "ASSIGNEE"), desires to acquire the trademark registration;

Now, Therefore, in consideration of good and valuable consideration paid by the ASSIGNEE to ASSIGNOR, the receipt of which is hereby acknowledged, and subject to the terms of the Trademark Purchase Agreement, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest of whatever kind in and to the Mark, including all common law rights and all rights in and to the Mark and registration, together with (1) the goodwill of the business relating to the Mark; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, damages, and payments for past, present or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

In Witness Whereof, ASSIGNOR has executed this Assignment by an officer thereof, duly authorized, this 5<sup>th</sup> day of June, 2013.

By: 

Title: Owner

STATE OF Kansas )  
 ) ss:-  
COUNTY OF Douglas )

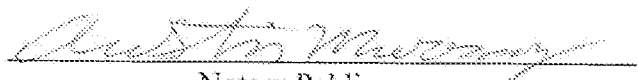
Subscribed and sworn to before me this 5<sup>th</sup> day of June, 2013.

SEAL



Austin Murray  
Notary Public  
State of Kansas

My Appt. Exp. 02/12/16

  
Notary Public

My commission expires:  
02/12/16