

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Certificate of Conversion		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Pacific Shoreline Marathon, LLC		08/14/2013	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pacific Shoreline Marathon, LLC		
<b>Street Address:</b>	3300 Via Lido		
<b>City:</b>	Newport Beach		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92663		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85881244	CALIFORNIA'S PERFECT 10	
<b>Serial Number:</b>	77320218	SURF CITY, HERE WE RUN!	
<b>Serial Number:</b>	77317863	CALIFORNIA'S CLASSIC OCEANFRONT MARATHON	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6123408856		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	612-492-6842		
<b>Email:</b>	cadwell.jeffrey@dorsey.com		
<b>Correspondent Name:</b>	Jeffrey R. Cadwell		
<b>Address Line 1:</b>	Dorsey & Whitney LLP 50 South 6th St		
<b>Address Line 2:</b>	Suite 1500		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>ATTORNEY DOCKET NUMBER:</b>	M240094		

CH \$90.00 85881244

NAME OF SUBMITTER:	Jeffrey R. Cadwell
Signature:	/Jeffrey R. Cadwell/
Date:	08/20/2013
<b>Total Attachments: 4</b> source=Conversion docs#page1.tif source=Conversion docs#page2.tif source=Conversion docs#page3.tif source=Conversion docs#page4.tif	

# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A CALIFORNIA LIMITED LIABILITY COMPANY UNDER THE NAME OF "PACIFIC SHORELINE MARATHON, LLC" TO A DELAWARE LIMITED LIABILITY COMPANY, FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF AUGUST, A.D. 2013, AT 3:50 O'CLOCK P.M.

5383930 8100V

130994548



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 0668819

DATE: 08-15-13

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

TRADEMARK  
REEL: 005093 FRAME: 0970

STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A NON-DELAWARE LIMITED LIABILITY COMPANY TO  
A DELAWARE LIMITED LIABILITY COMPANY PURSUANT TO  
SECTION 18-214 OF THE LIMITED LIABILITY COMPANY ACT

*OF*  
PACIFIC SHORELINE MARATHON, LLC

- 1.) The jurisdiction where the Non-Delaware Limited Liability Company first formed is: **California.**
- 2.) The jurisdiction immediately prior to filing this Certificate is: **California.**
- 3.) The date the Non-Delaware Limited Liability Company first formed is: **October 21, 2004.**
- 4.) The name of the Non-Delaware Limited Liability Company immediately prior to filing this Certificate is: **Pacific Shoreline Marathon, LLC.**
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is: **Pacific Shoreline Marathon, LLC.**

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 14<sup>th</sup> day of August, 2013.

PACIFIC SHORELINE MARATHON, LLC

By: /s/ Amy Tomchak  
Amy Tomchak, Manager

By: /s/ Collin Vataha  
Collin Vataha, Manager

# Delaware

PAGE 2


*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "PACIFIC SHORELINE MARATHON, LLC" FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF AUGUST, A.D. 2013, AT 3:50 O'CLOCK P.M.

5383930 8100V

130994548



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 0668819

DATE: 08-15-13

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

TRADEMARK  
REEL: 005093 FRAME: 0972

STATE OF DELAWARE  
CERTIFICATE OF FORMATION  
OF  
PACIFIC SHORELINE MARATHON, LLC

1. The name of the limited liability company is: **PACIFIC SHORELINE MARATHON, LLC**.
2. The address of its registered office in the State of Delaware is 1209 Orange Street, City of Wilmington, Delaware 19901. The name of its registered agent at such address is The Corporation Trust Company.

IN WITNESS WHEREOF, the undersigned have executed this Certificate of Formation of **PACIFIC SHORELINE MARATHON, LLC** this 14<sup>th</sup> day of August, 2013.

/s/ Amy Tomchak  
Amy Tomchak, Authorized Person

/s/ Collin Vataha  
Collin Vataha, Authorized Person