

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM304256

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Springbok Group, LLC		05/06/2014	LIMITED LIABILITY COMPANY: UTAH
Color Me Rad, LLC	FORMERLY Run for Color, LLC	05/06/2014	LIMITED LIABILITY COMPANY: UTAH
Run for Color, LLC		05/06/2014	LIMITED LIABILITY COMPANY: UTAH

RECEIVING PARTY DATA

Name:	Springbok Holdings, LLC
Street Address:	3690 East Fort Union Blvd. #101
City:	Cottonwood Heights
State/Country:	UTAH
Postal Code:	84121
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES UTAH

PROPERTY NUMBERS Total: 10

Property Type	Number	Word/Mark
Serial Number:	85549972	COLOR ME RAD
Serial Number:	85549895	COLOR ME RAD
Serial Number:	85692795	THE ART OF RUNNING COLOR ME RAD
Registration Number:	4473342	COLOR BOMB
Registration Number:	4242060	ART OF RUNNING
Registration Number:	4128600	DIRTY DASH
Registration Number:	4118734	THE DIRTY DASH DD
Registration Number:	3965475	DD THE DIRTY DASH
Registration Number:	4079305	THE EVOLUTION OF RUNNING
Registration Number:	4174418	PIGLET PLUNGE

CORRESPONDENCE DATA

Fax Number: 8015755006

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 8015755000

Email: kmartin@toolaw.com

OP \$265.00 85549972

Correspondent Name:	Kara K. Martin
Address Line 1:	57 West 200 South, Ste 350
Address Line 4:	Salt Lake City, UTAH 84101
NAME OF SUBMITTER:	Kara K. Martin
SIGNATURE:	/Kara K. Martin/
DATE SIGNED:	05/12/2014
Total Attachments: 4 source=Assignment of CMR Marks#page1.tif source=Assignment of CMR Marks#page2.tif source=Assignment of CMR Marks#page3.tif source=Assignment of DD Marks#page1.tif	

ASSIGNMENT OF TRADEMARKS
(Color Me Rad, LLC to Springbok Holdings, LLC)

This ASSIGNMENT OF TRADEMARKS ("Assignment") is entered into and made effective this 6th day of May by and between Color Me Rad, LLC, a Utah limited liability company at 3690 East Ft. Union Boulevard #101, Cottonwood Heights, Utah 84121 ("Assignor"), and Springbok Holdings, LLC, a Utah limited liability company at 3690 East Ft. Union Boulevard #101, Cottonwood Heights, Utah 84121 ("Assignee").

WHEREAS, Assignor was previously known as Run For Color, LLC, but the Run For Color, LLC entity name was amended to Color Me Rad, LLC on December 11, 2012, a copy of the Amended filing is attached hereto as Exhibit "A" and incorporated by reference herein; and

WHEREAS, in this Assignment Assignor refers to both Color Me Rad, LLC and Run For Color, LLC; and

WHEREAS, Assignor has adopted, used, is using, and is the owner of the following trademark registrations and applications for registration with the United States Patent and Trademark Office on the Principal Register, one registration through the Madrid Protocol for the European Union, along with three unregistered trademarks (collectively the "Marks"):

Registered Marks:

International Registration No.: 1,183,693 --"COLOR ME RAD®"

USPTO Serial No.: 85/549,972 --"COLOR ME RAD™"

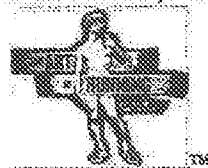
USPTO Serial No.: 85/549,895 --logo for Color Me Rad



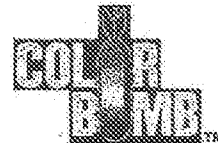
USPTO Registration No.: 4,473,342 --"COLOR BOMB®"

USPTO Registration No.: 4,242,060 --"ART OF RUNNING®"

USPTO Serial No.: 85/692,795 --logo for Art of Running



Unregistered Marks:



WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to said Marks.

NOW THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, Assignor, by these presents does sell, assign, and transfer unto Assignee, all the right, title and interest of Assignor in and to the Marks and all related logos, derivative names and other commercial symbols, together with the goodwill of the business symbolized by said Marks and the above-identified registration of said Marks and all enforcement, infringement and related actions and causes of action.

COLOR ME RAD, LLC

By Scott Crandall
Scott Crandall, Its Manager

TRADEMARK

REEL: 005279 FRAME: 0007

CERTIFICATE OF AMENDMENT
 to the
ARTICLES OF ORGANIZATION
 of
RUN FOR COLOR, LLC
 (Name changed to "Color Me Rad, LLC")

RECEIVED
 DEC 11 2012
 Utah Div. of Corp. & Comm. Code

The Members of Run for Color, LLC, entity #8226570-0160 (the "Company") have hereby adopted the following amendment(s) to the Articles of Organization of Run for Color, LLC pursuant to the Utah Revised Limited Liability Company Act, Chapter 2c of Title 48, Utah Code:

1. The name of the Company has been changed to Color Me Rad, LLC. Article I is therefore amended as follows:

The name of the limited liability company is to be Color Me Rad, LLC.

2. The previous Manager has been replaced. Therefore, Article IV is amended in its entirety as follows:

The Company shall be managed by a Manager. The name and address of the Manager of the Company who shall serve until other Managers are appointed in accordance with the terms of the Company's Operating Agreement are as follows:

Name	Address
Springbok Management, LLC	3690 E. Fort Union Blvd. #101 Cottonwood Heights, Utah 84121

This amendment was adopted on the 10th day of December 2012.

Under penalties of perjury, the undersigned, Springbok Management, LLC, hereby certifies that it is the Manager of Color Me Rad, LLC and as such certifies that the Members have adopted the foregoing amendment to the Articles of Organization of Color Me Rad, LLC.

Dated the 11 day of Dec, 2012.

Springbok Management, LLC
 Manager of Color Me Rad, LLC

By: 
 Scott Crandall
 a Manager of Springbok Management, LLC

12-11-12P03:47 RCVD

RECEIVED
 NUMBER 000000
 12/11/2012

ASSIGNMENT OF TRADEMARKS
(Springbok Group, LLC to Springbok Holdings, LLC)

This ASSIGNMENT OF TRADEMARKS ("Assignment") is entered into and made effective this 6th day of May by and between Springbok Group, LLC, a Utah limited liability company at 3690 East Ft. Union Boulevard #101, Cottonwood Heights, Utah 84121 ("Assignor"), and Springbok Holdings, LLC, a Utah limited liability company at 3690 East Ft. Union Boulevard #101, Cottonwood Heights, Utah 84121 ("Assignee").

WHEREAS, Assignor has adopted, used, is using, and is the owner of the following trademark registrations and applications for registration with the United States Patent and Trademark Office on the Principal Register (collectively the "Marks"):

Registration No.: 4,128,600 --"DIRTY DASH®"

Registration No.: 4,118,734 --logo for Dirty Dash



Registration No.: 3,965,475 --logo for Dirty Dash



Registration No.: 4,079,305 --logo for Evolution of Running



Registration No.: 4,174,418 --"PIGLET PLUNGE®"

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to said Marks.

NOW THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration in hand paid, the receipt and sufficiency of which is hereby acknowledged, Assignor, by these presents does sell, assign, and transfer unto Assignee, all the right, title and interest of Assignor in and to the Marks and all related logos, derivative names and other commercial symbols, together with the goodwill of the business symbolized by said Marks and the above-identified registration of said Marks and all enforcement, infringement and related actions and causes of action.

SPRINGBOK GROUP, LLC

By Scott Crandall
Scott Crandall, Its Manager