

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM311884

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
500 Festival, Inc.		07/23/2014	CORPORATION: INDIANA
RECEIVING PARTY DATA			
Name:	The Running Specialty Group Acquisitions 1, LLC		
Street Address:	3308 N. Mitthoeffler Road		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46235		
Entity Type:	LIMITED LIABILITY COMPANY: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78329278	I RUN THIS TOWN	
CORRESPONDENCE DATA			
Fax Number:	3172317433		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	dwong@btlaw.com		
Correspondent Name:	David A. W. Wong/Barnes & Thornburg LLP		
Address Line 1:	11 S. Meridian Street		
Address Line 4:	Indianapolis, INDIANA 46204-3535		
ATTORNEY DOCKET NUMBER:	58282-231091		
NAME OF SUBMITTER:	David A. W. Wong		
SIGNATURE:	/dwong/		
DATE SIGNED:	07/25/2014		
Total Attachments: 2			
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source=2928811 Assignment#page2.tif			

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TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, 500 Festival, Inc., an Indiana non-profit corporation ("Assignor"), hereby assigns, sets over, and transfers to The Running Specialty Group Acquisitions I, LLC, an Indiana limited liability company ("Assignee"), all of its rights, title, and interest in and to the I RUN THIS TOWN trademark and the United States trademark registration therefor identified in Exhibit A attached hereto, together with the goodwill of the business symbolized thereby (the "Trademark"), and all claims for damages by reason of past infringement of the Trademark with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

Assignor agrees to execute and deliver at the request and expense of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title and interest in and to the Trademark in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

Assignor: 500 Festival, Inc.

Signed: Bob Bryant

Printed Name: BOB BRYANT

Title: Pres. & CEO

Date: 7-23-14

EXHIBIT A

Trademark	Registrant	Serial Number	Reg. Number
I RUN THIS TOWN	500 Festival, Inc.	78/329,278	2,928.811

1305304

RECORDED: 07/25/2014

TRADEMARK
REEL: 005330 FRAME: 0015