

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM325306

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF CLASS 41 ONLY TO CROSSFIT, INC.		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Reebok International Limited		06/10/2014	COMPANY: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CrossFit, Inc.		
<b>Street Address:</b>	1500 Green Hills Road, Suite 201		
<b>City:</b>	Scotts Valley		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95066		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4548063	THE SPORT OF FITNESS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8453597798		
<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>			
<b>Phone:</b>	(845) 359-7700		
<b>Email:</b>	anotaro@notaromichalos.com		
<b>Correspondent Name:</b>	Angelo Notaro		
<b>Address Line 1:</b>	Notaro, Michalos & Zaccaria P.C.		
<b>Address Line 2:</b>	100 Dutch Hill Road, Suite 240		
<b>Address Line 4:</b>	Orangeburg, NEW YORK 10962		
<b>ATTORNEY DOCKET NUMBER:</b>	J914-384		
<b>NAME OF SUBMITTER:</b>	Angelo Notaro		
<b>SIGNATURE:</b>	/J914-384-AN-KT/		
<b>DATE SIGNED:</b>	12/05/2014		
<b>Total Attachments: 2</b>			
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**ASSIGNMENT OF TRADEMARK AND TRADEMARK REGISTRATION****(CLASS 41 ONLY)**

**WHEREAS**, Reebok International Limited, 11/12 Pall Mall, London SW1Y5LU, United Kingdom ("Assignor") is the owner of the following trademark (the "Trademark") and owns the following U.S. Trademark Registration (the "Registration"):

<u>Registration No.</u>	<u>Trademark</u>
THE SPORT OF FITNESS	4,548,063

**WHEREAS**, CrossFit, Inc. a Delaware Corporation, 1500 Green Hills Road, Suite 201, Scotts Valley, California 95066 ("Assignee") desires to acquire the Trademark and the Registration with respect to the services in Class 41 only.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the rights, title and interest in and to the Trademark of the Registration for the following services in Class 41 only:

"Physical fitness and exercise training services; providing physical fitness and exercise instruction; entertainment in the nature of competitions in the fields of weightlifting, cross-training, running, and overall physical fitness; organizing physical fitness competitions; health and fitness club services, namely, providing instruction, facilities, and equipment in the field of physical exercise; educational services, namely, organizing and conducting classes, seminars, and workshops in the field of fitness."

together with the goodwill of the business symbolized by the services in Class 41 of the Trademark and the Registration.

Date JUNE 10, 2014

REEBOK INTERNATIONAL LIMITED

By: Sarah Talbot

Name: SARAH TALBOT

Title: Head of Legal IP

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