

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339086

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|---|--|-------------------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| RAISE THE BAR, INC. | | 04/09/2015 | CORPORATION: VIRGINIA |
| RECEIVING PARTY DATA | | | |
| Name: | NIKE, INC. | | |
| Street Address: | 1 Bowerman Drive | | |
| Internal Address: | DF3 | | |
| City: | Beaverton | | |
| State/Country: | OREGON | | |
| Postal Code: | 97005 | | |
| Entity Type: | CORPORATION: OREGON | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4532872 | YOU ARE AN ATHLETE. TRAIN LIKE ONE. | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <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> | | | |
| Phone: | 503-671-6453 | | |
| Email: | darleen.murphy@nike.com | | |
| Correspondent Name: | Nike, Inc. | | |
| Address Line 1: | 1 Bowerman Drive | | |
| Address Line 2: | DF3 | | |
| Address Line 4: | Beaverton, OREGON 97005 | | |
| NAME OF SUBMITTER: | Dinisa Hardley Folmar | | |
| SIGNATURE: | /dhf/ | | |
| DATE SIGNED: | 04/22/2015 | | |
| Total Attachments: 1 | | | |
| source=Assignment.4532872#page1.tif | | | |

CH \$40.00 4532872

TRADEMARK ASSIGNMENT

Whereas, RAISE THE BAR, INC., having a principal place of business at 9046 Hombaker Road, Manassas, Virginia 20109 (hereinafter "ASSIGNOR") is the owner of the following trademark and registration for the mark:

| Registration No. | Registration Date | Trademark |
|------------------|-------------------|--|
| 4,532,872 | May 20, 2014 | YOU ARE AN ATHLETE. TRAIN LIKE ONE. |

And, Whereas, NIKE, Inc., having a principal place of business at One SW Bowerman Drive, Beaverton, Oregon 97005 (hereinafter "ASSIGNEE"), desires to acquire all right, title and interest in and to the trademark and registration for the trademark;

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 entered into between the parties, 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 9th day of April, 2015.

By: Brian J. Sweeney
Title: CEO / PRESIDENT

STATE OF Virginia)
) ss-
COUNTY OF Prince William

Subscribed and sworn to before me this 9th day of April, 2015.

SEAL



Alicia #17511770
Notary Public

My commission expires:
November 30, 2015