

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM346591

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Security Interest in Trademark Rights		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
U.S. Bank National Association		06/10/2015	Bank: OHIO
RECEIVING PARTY DATA			
Name:	CEO Challenge, LLC		
Street Address:	2902 Corporate Place		
City:	Chanhassen		
State/Country:	MINNESOTA		
Postal Code:	55317		
Entity Type:	LIMITED LIABILITY COMPANY: COLORADO		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	3507339	CEO CHALLENGES	
Registration Number:	3714236	CEO CHALLENGES	
Registration Number:	3072343	CEO GOLF CHALLENGE	
Registration Number:	3949582	CEO HOCKEY CHALLENGE	
Registration Number:	2999347	CEO MARATHON CHALLENGE	
Registration Number:	2993462	"CEO TRIATHLON CHALLENGE"	
Registration Number:	2951461	"FITTEST CEO"	
Registration Number:	3115556	CEO CYCLING CHALLENGE	
Registration Number:	3529505	CEO FITNESS CHALLENGE	
Registration Number:	3266609	CEO DRIVING CHALLENGE	
Registration Number:	3199963	CEO GOLF CHALLENGE SUMMIT SERIES	
Registration Number:	3451628	CEO SAILING CHALLENGE	
Registration Number:	3451629	CEO SKIING CHALLENGE	
Registration Number:	3243153	CEO TENNIS CHALLENGE	
CORRESPONDENCE DATA			
Fax Number:	8004947512		
<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>			

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Phone: 202-370-4750
Email: ipteam@nationalcorp.com
Correspondent Name: Darlena Bari Stark
Address Line 1: 1025 Vermont Ave NW, Suite 1130
Address Line 2: National Corporate Research, Ltd.
Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER: F156371

NAME OF SUBMITTER: Sonya Jackman

SIGNATURE: /Sonya Jackman/

DATE SIGNED: 07/01/2015

Total Attachments: 4

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RELEASE OF SECURITY INTEREST IN TRADEMARK RIGHTS

This **RELEASE OF SECURITY INTEREST IN TRADEMARK RIGHTS**, dated as of June 10, 2015 (this "Release"), is made by **U.S. BANK NATIONAL ASSOCIATION** (the "Assignor"), in its capacity as administrative agent under that certain Third Amended and Restated Credit Agreement, dated as of June 30, 2011 (as amended, restated, amended and restated, extended, supplemented or otherwise modified from time to time, the "Credit Agreement"), in favor of CEO Challenge, LLC (the "Assignee"). Capitalized terms used but not defined herein shall have the meanings set forth in the Credit Agreement.

WITNESSETH:

WHEREAS, the Assignor and the Assignee are parties to those certain Security Agreements, dated as of April 15, 2005 and June 30, 2011;

WHEREAS, the Assignor and the Assignee are parties to that certain Confirmatory Grant of Security Interest in United States Trademarks, dated as of July 24, 2013 and recorded with the United States Patent and Trademark Office ("USPTO") on July 24, 2013 at Reel/Frame 5077/0358 (the "Grant of Security Interest");

WHEREAS, pursuant to the Grant of Security Interest, the Assignee granted to the Assignor all of the Assignee's right, title and interest in and to the items set forth on Schedule 1 hereto (the "Trademarks") together with all proceeds of such Trademarks, the goodwill associated with such Trademarks and all causes of action arising prior to or after the date of the Grant of Security Interest for infringement of such Trademarks or unfair competition regarding the same (collectively, the "Trademark Collateral");

WHEREAS, the Assignor as of the date hereof no longer has any right, title or interest in, to and under the Trademark Collateral; and

WHEREAS, the Assignee desires that the Assignor terminate and release its continuing security interest in and lien on the Trademark Collateral.

NOW THEREFORE, in consideration of the premises, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby terminates, releases and discharges fully, without representation, warranty or recourse of any kind, its continuing security interest in and lien on the Trademark Collateral, and reassigns and transfers to the Assignee all right, title and interest that the Assignor may have in, to and under the Trademark Collateral.

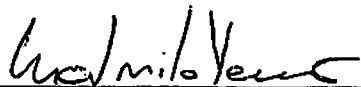
The Assignor hereby authorizes the Assignee, or the Assignee's authorized representative or representatives, as the case may be, to record this Release with the USPTO. The Assignor further authorizes and requests that the Commissioner for Trademarks in the USPTO, and any other necessary United States government officer, record this Release; it being understood that such recordation shall be at the Assignee's sole expense.

This Release shall be governed by and construed in accordance with the laws of the State of New York.

[Signature Page Follows]

IN WITNESS WHEREOF this Release of Security Interest in Trademark Rights
has been duly executed as of the date first written above.

U.S. BANK NATIONAL
ASSOCIATION, as Assignor


By: 
Name: Mira Yankovlev
Title: V.P.

[Signature Page to Trademark Release]

TRADEMARK
REEL: 005567 FRAME: 0165

SCHEDULE 1
to
RELEASE OF SECURITY INTEREST IN TRADEMARK RIGHTS
TRADEMARKS

Reel/Frame 5077/0358
 Registrant: CEO CHALLENGE, LLC

Trademark	Registration No.	Registration Date
CEO CHALLENGES	3507339	9/30/2008
	3714236	11/24/2009
CEO GOLF CHALLENGE	3072343	3/21/2006
CEO HOCKEY CHALLENGE	3949582	4/19/2011
CEO MARATHON CHALLENGE	2999347	9/20/2005
CEO TRIATHLON CHALLENGE	2993462	9/6/2005
FITTEST CEO	2951461	5/17/2005
CEO CYCLING CHALLENGE	3115556	7/11/2006
CEO FITNESS CHALLENGE	3529505	11/04/2008
CEO DRIVING CHALLENGE	3266609	7/17/2007
CEO GOLF CHALLENGE SUMMIT SERIES	3199963	1/16/2007
CEO SAILING CHALLENGE	3451628	6/17/2008
CEO SKIING CHALLENGE	3451629	6/17/2008
CEO TENNIS CHALLENGE	3243153	5/15/2007