

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM349655

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
United States Rowing Association		03/30/2015	non-profit: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	United States Olympic Committee		
Street Address:	1 Olympic Plaza		
Internal Address:	Attn: Legal		
City:	Colorado Springs		
State/Country:	COLORADO		
Postal Code:	80909		
Entity Type:	Congressionally chartered corporation: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85932459	ROW TO RIO	
CORRESPONDENCE DATA			
Fax Number:	7198664839		
<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:	7198662502		
Email:	ruby.haddock@usoc.org		
Correspondent Name:	United States Olympic Committee		
Address Line 1:	1 Olympic Plaza		
Address Line 2:	Attn: Legal		
Address Line 4:	Colorado Springs, COLORADO 80909		
NAME OF SUBMITTER:	Ruby Haddock		
SIGNATURE:	/Ruby Haddock/		
DATE SIGNED:	07/29/2015		
Total Attachments: 4			
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source=Assignment_RowToRio Signed#page3.tif			

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PASSIGNMENT

This Assignment is made and entered into on this 30th day of March 2015, by United States Rowing Association, a Pennsylvania non-profit corporation, having a place of business at 2 Wall Street, Princeton, NJ 08540 (hereinafter "Assignor"), in favor of the United States Olympic Committee, a Congressionally chartered corporation, having a place of business at 1 Olympic Plaza, Colorado Springs, CO 80909 (hereinafter "Assignee").

WHEREAS, Assignor owns all right, title, and interest in and to the trademark and service mark as shown on the Schedule A (collectively, the "Subject Marks"), as well as all applications, registrations, logos, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Subject Marks; and

WHEREAS, Assignee wishes to acquire from the Assignor all right, title, and interest in and to the Subject Marks, including in and to all applications, registrations, logos, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Subject Marks, and all other rights pertaining to ownership of the Subject Marks, including the right to recover for past infringement thereof.

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee the Assignor's entire right, title, and interest in and to the Subject Marks throughout the world, as well as in and to all applications, registrations, logos, and common law rights relating thereto, together with the goodwill of the portion of any business associated with the use of and/or symbolized by the Subject Marks, the same to be held and enjoyed by the Assignee as fully and entirely as the same would have held by Assignor had such Assignment not been made, which Assignment and transfer included any and all past and present rights which have accrued or may accrue to Assignor of any and all kind or nature incident or appertaining to the Subject Marks, including the right to sue for and recover any accrued damages for infringement occurring prior to assignment of the Subject Marks or prior to the execution of this instrument, those rights to be held and enjoyed by Assignee, its successors, and/or its assigns.

Assignor covenants and agrees that it shall supply Assignee with any and all further documents necessary to effectuate this Agreement and it shall provide full and timely assistance to Assignee in satisfying the requirements of any governmental authorities to transfer the title of the Subject Marks from Assignor to Assignee.

Assignor represents and warrants that it has all necessary title and right to grant the assignment and rights transferred hereunder, free and clear of all liens and encumbrances of any kind, and that it has not made and will not make any commitments to others inconsistent with or in derogation of such rights.

The undersigned individual for Assignor represents and warrants that he or she has the full authority to act on behalf of and bind the Assignor.

Signed this 30th day of March 2015.

Assignor:
United States Rowing Association

By: [Signature]
Name: Glenn F Merry
Title: CEO

Signed this 15 day of MAY.

Assignee:
United States Olympic Committee

By: [Signature]
Name: Chris McEvory
Title: GC

Schedule A

Mark	Country	Status	Serial No.
ROW TO RIO & Design	United States	Pending	85/932,459

LICENSE AGREEMENT

This trademark license agreement is entered into between the United States Olympic Committee (the "USOC") a Congressionally-chartered corporation with its principle place of business at 1 Olympic Plaza, Colorado Springs, Colorado 80909 and United States Rowing Association, a Pennsylvania non-profit corporation, ("NGB"), which is recognized as the National Governing Body in the United States for the sport of rowing and has its principle place of business at 2 Wall Street, Princeton, NJ 08540.

Whereas the USOC has been assigned and currently owns all rights, title and interest in and to the trademark ROW TO RIO and in U.S. Trademark Application Serial No. 85/932459 at the U.S. Patent and Trademark Office;

Whereas NGB wishes to use the trademark ROW TO RIO in a manner deemed by the USOC to be consistent with the interests of the Olympic and Paralympic Movements; and

Whereas the USOC is willing to grant NGB a right and license to use the mark ROW TO RIO under the terms and conditions specified herein.

Agreement

For and in consideration of the mutual agreements contained herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. The USOC hereby grants NGB a non-exclusive license to use the trademark ROW TO RIO to promote the NGB, its national teams and the sport of Rowing; for NGB fundraising activities; for membership drives; in accordance with the high quality standards anticipated by both parties and for similar non-commercial purposes that do not conflict with the USOC's interests.
2. NGB may use the mark ROW TO RIO on licensed merchandise only in connection with official USOC licensees and as approved by the USOC via Olymarcs.
3. NGB may not use the trademark ROW TO RIO in connection with its sponsor activities unless the sponsor is also a USOC sponsor and such promotional activities are approved by the USOC via Olymarcs.

Dated this 30th day of March, 2015.

UNITED STATES ROWING ASSOCIATION

By: 

Name: Glenn F Merry

Title: CEO

UNITED STATES OLYMPIC COMMITTEE

By: 

Name: CHRIS MCCLELLAN

Title: GC