

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM364018

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MapMyFitness, Inc.		11/17/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Under Armour, Inc.		
Street Address:	1020 Hull Street		
City:	Baltimore		
State/Country:	MARYLAND		
Postal Code:	21230		
Entity Type:	CORPORATION: MARYLAND		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3672997	MAPMYFITNESS	
Registration Number:	4464361	MAPMYHIKE	
Registration Number:	3672762	MAPMYRUN	
Registration Number:	4464360	MAPMYTRI	
Registration Number:	4464363	MAPMYWALK	
Registration Number:	3748596	EMPOWERING ACTIVE LIFESTYLES	
Registration Number:	4215351	PLAN IT. DO IT. SHARE IT.	
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:	141046825125540		
Email:	jpiper@underarmour.com, trademarks@underarmour.com		
Correspondent Name:	Kelly L. Williams		
Address Line 1:	1020 Hull Street		
Address Line 4:	Baltimore, MARYLAND 21230		
NAME OF SUBMITTER:	Joseph Piper		
SIGNATURE:	/josephpiper/		

OP \$190.00 3672997

DATE SIGNED:	12/01/2015
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Total Attachments: 5

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TRADEMARK AND DOMAIN NAME ASSIGNMENT

THIS TRADEMARK AND DOMAIN NAME ASSIGNMENT (this "Assignment") is made and entered into between MapMyFitness, Inc., a Delaware corporation, having a place of business at 610 West 5th Street, Suite 605 Austin, TX 78701 ("Assignor") and Under Armour, Inc., a Maryland corporation, having an address at 1020 Hull Street, Baltimore, MD 21230 ("Assignee"). Assignor and Assignee may be referred to collectively as the "Parties," or separately as a "Party."

WHEREAS, Assignor, has adopted, used and is using exclusively in the operation of its business and is the owner of the trademarks, service marks, trade names and the trademark registration(s) and/or application(s) therefor, if any, as well as certain domain names, all common law rights therein, all as set forth in Exhibit A (collectively, the "Marks");

WHEREAS Assignor and Assignee entered into a Merger Agreement dated December 17, 2013, whereby Assignee acquired certain assets, properties and rights, including the Marks, to permit Assignee to own the Marks and business related to such assets, properties and rights and to license-back to Assignor the right to use certain assets, properties and rights, including the Marks, in the operation of the business (the "Merger Agreement"); and

WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Marks in perpetuity, and to continue to license-back to Assignor the right to use such Marks in the operation of the business.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. Assignment. Pursuant to the Merger Agreement, Assignor hereby irrevocably sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks in the United States and throughout the world, and all registrations and pending applications therefor, in the United States and throughout the world, (collectively, referred to as "All Marks"), together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain all damages and/or profits for past, present, or future infringement or other unauthorized use of the Marks, the intent

hereof being to substitute the Assignee in the place of the Assignor. Assignee hereby accepts this Assignment.

2. Documentation. Assignor agrees to execute further papers and to do such other acts as may be necessary and proper to vest full title in and to All Marks in the Assignee or which may be necessary to obtain, renew, issue or enforce All Marks.

3. Counterparts. This Assignment may be executed in several counterparts, each of which shall be deemed an original and all of which shall constitute one and the same instrument, and shall become effective when counterparts have been signed by each of the Parties and delivered to the other Parties.

IN WITNESS WHEREOF, the Parties have caused this Assignment to be signed and delivered by each Party's duly authorized representative.

UNDER ARMOUR, INC.

By: Cynthia Raposo
Cynthia Raposo
SVP-Legal

Date: 11/17/2015

MAPMYFITNESS, INC.

By: John Stanton
John Stanton
Secretary

Date: 11/17/2015

EXHIBIT A

TRADEMARK and DOMAIN NAME SCHEDULE

UA Ref.	MARK	COUNTRY	STATUS	APPLN NO	REG NO
292578	MAPMYHIKE	United States of America	Registered	77762964	4464361
292581	MAPMYRUN	United States of America	Registered	77668971	3672762
292582	MAPMYTRI	United States of America	Registered	77762962	4464360
292583	MAPMYWALK	United States of America	Registered	77762972	4464363
292576	EMPOWERING ACTIVE LIFESTYLES	United States of America	Registered	77/673,685	3748596
292584	PLAN IT. DO IT. SHARE IT.	United States of America	Registered	85435731	4215351

ANGROHDICYCLINGAPP.COM	MAPMYCLUB.COM	MAPMYRIDE.COM
ANDROHDRIWAPP.COM	MAPMYCONCERT.COM	MAPMYRIDE.DE
ANGROHDGREENINGAPP.COM	MAPMYCRUISE.COM	MAPMYRIDE.IT
FDNG.ORG	MAPMYCYCLE.COM	MAPMYRIDE.MOBI
FT-CLOUD.COM	MAPMYCYCLE.NET	MAPMYRIDE.NET
FITRAMS.COM	MAPMYCYCLING.COM	MAPMYRIDE.ORG
FITNESSDATA.ORG	MAPMYCYCLOCROSS.COM	MAPMYRIDE.TW
FITNESSDATAFASTANDARDS.COM	MAPMYDEUT.COM	MAPMYROUTE.ORG
FITNESSDATAFASTANDARDS.ORG	MAPMYDOGWALK.COM	MAPMYRUN.ASIA
FITNESSDATAFASTANDARDSGROUP.COM	MAPMYDRIVE.ORG	MAPMYRUN.CO.NZ
FITNESSDATAFASTANDARDSGROUP.ORG	MAPMYDIVING.COM	MAPMYRUN.CO.UK
FITNESSSTORYBOOK.COM	MAPMYEVENTS.COM	MAPMYRUN.COM
FITTESTOFTHFIT.COM	MAPMYFIELDSPORTS.COM	MAPMYRUN.IN
FITTESTOFTHFITINDEX.COM	MAPMYFISHING.COM	MAPMYFUN.NET
GPSRIDETRACKER.COM	MAPMYFIT.COM	MAPMYRUN.TW
HEALTHST.AT	MAPMYFITNESS-ACCOUNT.COM	MAPMYRUNAUSTRALIA.COM
IAMFIT	MAPMYFITNESS-INC.COM	MAPMYRUNNING.COM
IMAPMY.COM	MAPMYFITNESS-MAIL.COM	MAPMYSAFETY.COM
IMAPMYADVENTURE.COM	MAPMYFITNESS-MESSAGES.COM	MAPMYSAILING.COM
IMAPMYATHLETIS.COM	MAPMYFITNESS.AT	MAPMYSINGLETRACK.COM
IMAPMYBIRDING.COM	MAPMYFITNESS.BE	MAPMYSKATING.COM
IMAPMYCOMMUTE.COM	MAPMYFITNESS.CN	MAPMYSKI.CO.NZ
IMAPMYCYCLE.COM	MAPMYFITNESS.CO.UK	MAPMYSKI.COM
IMAPMYCYCLINGPL.COM	MAPMYFITNESS.COM	MAPMYSKISLOPE.COM
IMAPMYGRIVE.COM	MAPMYFITNESS.DE	MAPMYSKISLOPES.COM
IMAPMYFISHING.COM	MAPMYFITNESS.IN	MAPMYSNOWBOARDING.COM
IMAPMYFITNESS.CO.UK	MAPMYFITNESS.MOBI	MAPMYSNOWRIGEL.COM
IMAPMYFITNESS.COM	MAPMYFITNESS.ORG	MAPMYSNOWSHOE.COM
IMAPMYFITNESS.MOBI	MAPMYFITNESS.TW	MAPMYSNOWSHORT.COM
IMAPMYFRINEL.COM	MAPMYFITNESSINC.COM	MAPMYSNOWSPORTS.COM
IMAPMYFRIENDS.COM	MAPMYGEAR.COM	MAPMYSPORTS.COM
IMAPMYGOLF.COM	MAPMYGEARLOCKER.COM	MAPMYTAGGING.COM
IMAPMYGOLF.MOBI	MAPMYGOLF.AT	MAPMYSURFING.COM
IMAPMYHEALTH.COM	MAPMYGOLF.BE	MAPMYSWIM.COM
IMAPMYRKE.CO.UK	MAPMYGOLF.CN	MAPMYTEST.COM
IMAPMYRKE.COM	MAPMYGOLF.CO.UK	MAPMYTOURING.COM
IMAPMYRKE.MOBI	MAPMYGOLF.DE	MAPMYTRAILRUN.COM
IMAPMYHUNTING.COM	MAPMYGOLF.IN	MAPMYTRILAT
IMAPMYKAYAK.COM	MAPMYGOLF.MOBI	MAPMYTRI.BE
IMAPMYMOTOR.COM	MAPMYGOLF.TW	MAPMYTRI.CN
IMAPMYMOUNTAIN.COM	MAPMYGOLFFITNESS.COM	MAPMYTRI.CO.UK
IMAPMYRIDE.CO.UK	MAPMYGOLFING.COM	MAPMYTRI.COM
IMAPMYRIDE.COM	MAPMYHASH.COM	MAPMYTRI.DE
IMAPMYRIDE.MOBI	MAPMYHEALTH.COM	MAPMYTRI.IN
IMAPMYRUN.CO.UK	MAPMYHEALTHAPI.COM	MAPMYTRI.MOBI
IMAPMYRUN.COM	MAPMYHIRE.AT	MAPMYTRI.TW
IMAPMYRUN.MOBI	MAPMYHIKE.BE	MAPMYVISITOR.COM
IMAPMYKABING.COM	MAPMYHIKE.CN	MAPMYWALK.AT
IMAPMYHIBBLETRACK.COM	MAPMYHIKE.CO.NZ	MAPMYWALK.BE
IMAPMYKI.COM	MAPMYHIKE.CO.UK	MAPMYWALK.CN
IMAPMYSNOWRIDE.COM	MAPMYHIKE.COM	MAPMYWALK.COM
IMAPMYTRACK.COM	MAPMYHIKE.DE	MAPMYWALK.DE
IMAPMYTRACKS.COM	MAPMYHIKE.IN	MAPMYWALK.IN
IMAPMYTREE.COM	MAPMYHIKE.MOBI	MAPMYWALK.NET
IMAPMYTRI.CO.UK	MAPMYHIKE.NET	MAPMYWALK.ORG
IMAPMYTRI.COM	MAPMYHIKE.ORG	MAPMYWALK.TW
IMAPMYTRI.MOBI	MAPMYHIKE.TW	MAPMYWIGHT.COM

TRADEMARK

RECORDED: 12/01/2015

REEL: 005678 FRAME: 0544