

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM373595

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
World's Toughest Bulls & Broncs LLC		02/12/2016	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Lahey Productions, L.L.C.		
Street Address:	P.O. Box 782		
City:	Maquoketa		
State/Country:	IOWA		
Postal Code:	52060		
Entity Type:	LIMITED LIABILITY COMPANY: IOWA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1886386	WTR	
Registration Number:	2244110	WORLD'S TOUGHEST BULLS AND BRONCS	
Registration Number:	2170682	BULLS AND BRONCS	
Serial Number:	86867685	WORLD'S TOUGHEST RODEO	
CORRESPONDENCE DATA			
Fax Number:	6126077100		
<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:	612-607-7325		
Email:	bgrahn@foxrothschild.com		
Correspondent Name:	Barbara Grahn		
Address Line 1:	222 S Ninth Street		
Address Line 2:	Suite 2000		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	203644.00002		
NAME OF SUBMITTER:	Barbara Grahn		
SIGNATURE:	/bjg/		
DATE SIGNED:	02/17/2016		
Total Attachments: 4			

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of February 12, 2016, by and between LAHEY PRODUCTIONS, L.L.C. ("Assignee") and WORLD'S TOUGHEST BULLS & BRONCS LLC, a Delaware limited liability company ("Assignor").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement dated as of the date hereof (the "Asset Purchase Agreement"); and

WHEREAS, in connection with the transactions contemplated by the Asset Purchase Agreement, Assignor agreed to sell, convey, transfer, assign and deliver to Assignee all of Assignor's right, title and interest in and to the trademarks set forth on Schedule A hereto, including all applications and registrations therefor (the "Assigned Marks"); and

WHEREAS, Assignee has succeeded to the business, assets and goodwill associated with the Assigned Marks;

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

1. Assignment. Assignor does hereby sell, convey, transfer, assign and deliver to Assignee, and Assignee hereby purchases and receives from Assignor, all of Assignor's right, title and interest in and to the Assigned Marks, including any and all common law rights, state or federal registrations and applications therefor, all trade name rights, service name rights and all of the goodwill of the business pertaining to the Assigned Marks, all tangible and electronic embodiments of the Assigned Marks, and all rights to institute or maintain any proceeding or other action to protect the Assigned Marks or recover damages for any past or present infringement thereof.
2. Governing Law. This Agreement is governed by and construed in accordance with the substantive laws (other than conflict laws) of the State of Colorado.
3. Construction. This Assignment is delivered pursuant to and is subject to the Asset Purchase Agreement. In the event of any conflict between the terms of the Asset Purchase Agreement and the terms of this Assignment, the terms of the Asset Purchase Agreement will prevail.
4. Counterparts. This Agreement may be executed in any number of separate counterparts (including by facsimile or electronic .pdf submission), all of which when executed and delivered shall be deemed to be one and the same instrument.

[Signature Page Follows]

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed as of the date first written above by their duly authorized representatives.

ASSIGNEE:

LAHEY PRODUCTIONS, L.L.C.

By: Kevin Lahey
Name: Kevin Lahey
Title: CEO

ASSIGNOR:

WORLD'S TOUGHEST BULLS & BRONCS, LLC

By: _____
Name: Jac Sperling
Title: Chairman and CEO

[Signature Page to Trademark Assignment]

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed as of the date first written above by their duly authorized representatives.

ASSIGNEE:

LAHEY PRODUCTIONS, L.L.C.


By: _____

Name: _____

Title: _____

ASSIGNOR:

WORLD'S TOUGHEST BULLS & BRONCS, LLC

By:  _____

Name: Jac Sperling

Title: Chairman and CEO

[Signature Page to Trademark Assignment]

SCHEDULE A
ASSIGNED MARKS

Mark	App./Reg. No.	Application/Registration Date
BULLS AND BRONCS	SN: 75/082,324 RN: 2,170,682	Filed: April 2, 1996 Registered: July 7, 1998
WORLD'S TOUGHEST BULLS AND BRONCS	SN: 75/085,053 RN: 2,244,110	Filed: April 8, 1996 Registered: May 11, 1999
WTR	SN: 74/510,170 RN: 1,886,386	Filed: April 8, 1994 Registered: March 28, 1995
WORLD'S TOUGHEST RODEO	SN: 86867685	Filed: January 6, 2016