

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM410878

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Brian Kuyper		08/23/2016	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SoulCycle Inc.		
<b>Street Address:</b>	609 Greenwich Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10014		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4129516	TAP IT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3474382134		
<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>			
<b>Phone:</b>	2128265579		
<b>Email:</b>	cfarrelly@fkks.com		
<b>Correspondent Name:</b>	Catherine M.C. Farrelly		
<b>Address Line 1:</b>	Frankfurt Kurnit Klein & Selz, P.C.		
<b>Address Line 2:</b>	488 Madison Avenue, 10th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10022		
<b>NAME OF SUBMITTER:</b>	Catherine M.C. Farrelly		
<b>SIGNATURE:</b>	/cmcf/		
<b>DATE SIGNED:</b>	01/03/2017		
<b>Total Attachments: 1</b>			
source=SC-TAPIT-ASSIGNMENT#page1.tif			

OP \$40.00 4129516

**TRADEMARK ASSIGNMENT**

THIS ASSIGNMENT is made as of August 23, 2016, by and between Brian Kuyper, a U.S. citizen having an address of 1167 Pepper Drive, El Cajon, CA 92021 ("Assignor"), and SoulCycle Inc., a corporation organized and existing under the laws of the State of Delaware and having a place of business at 609 Greenwich Street, New York, NY 10014 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the subject mark of U.S. Registration No. 4,129,516 for TAP IT (Stylized) together with all goodwill associated therewith (the "Trademark").

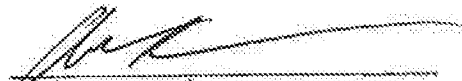
WHEREAS, Assignee desires to acquire from Assignor all of Assignor's right, title and interest in and to the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all of his right, title and interest in and to the Trademark.

BRIAN KUYPER

SOULCYCLE INC.



By: 

Name: ARTHUR CURCUCU

Title: VP. CONTROLLER &

CHIEF ACCOUNTING OFFICER