

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM417512

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
adidas AG		02/23/2017	Joint Stock Company: GERMANY
RECEIVING PARTY DATA			
Name:	adidas International Marketing B.V.		
Street Address:	P.O. Box 12160		
City:	Amsterdam ZO		
State/Country:	NETHERLANDS		
Postal Code:	1100 AD		
Entity Type:	Private Limited Liability Company: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2179796		
CORRESPONDENCE DATA			
Fax Number:	8453597798		
<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:	8453597700		
Email:	jzaccaria@notaromichalos.com		
Correspondent Name:	Notaro, Michalos & Zaccaria P.C.		
Address Line 1:	100 Dutch Hill Road, Suite 240		
Address Line 4:	Orangeburg, NEW YORK 10962		
DOMESTIC REPRESENTATIVE			
Name:	Notaro, Michalos & Zaccaria P.C.		
Address Line 1:	100 Dutch Hill Road, Suite 240		
Address Line 4:	Orangeburg, NEW YORK 10962		
NAME OF SUBMITTER:	John Zaccaria		
SIGNATURE:	/J287-161-JZ-pm/		
DATE SIGNED:	02/27/2017		
Total Attachments: 2			

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ASSIGNMENT OF TRADEMARK AND TRADEMARK REGISTRATION

WHEREAS, ADIDAS AG, a Aktiengesellschaft (joint stock company) organized and existing under the laws of Germany, Adi-Dassler-Strasse 1 Herzogenaurach, Germany 91074 ("Assignor") is the owner of the following trademark (the "Trademark") and owns the following U.S. Trademark Registration (the "Registration"):

<u>Trademark</u>	<u>Registration No.</u>
	2,179,796

WHEREAS, ADIDAS INTERNATIONAL MARKETING B.V., a Besloten Vennootschap met beperkte aansprakelijkheid (private limited liability company) organized and existing under the laws of The Netherlands, P.O. Box 12160, 1100 AD Amsterdam ZO, The Netherlands ("Assignee") desires to acquire the Trademark and the above-identified Registration.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all rights, title and interest in and to the Trademark and the Registration together with the goodwill of the business symbolized by the Trademark and the Registration.

February 23, 2017
Date

Sarah Taubol
Signature

SARAH TAUBOL
Name

SENIOR DIRECTOR, TRADEMARK COUNSEL
Title