

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM425582

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GRIND MEDIA, LLC		04/20/2017	Corporation:
RECEIVING PARTY DATA			
Name:	BONNIER CORPORATION		
Street Address:	460 N ORLANDO AVE STE 200		
City:	WINTER PARK		
State/Country:	FLORIDA		
Postal Code:	32789		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3181526	ENDUROCROSS	
Registration Number:	3613908	ENDURO CROSS X	
Serial Number:	87034981	SUPER ENDUROCROSS	
CORRESPONDENCE DATA			
Fax Number:	4075714719		
<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:	407-926-7723		
Email:	trademark@bonniercorp.com		
Correspondent Name:	BONNIER CORPORATION		
Address Line 1:	460 N ORLANDO AVE STE 200		
Address Line 4:	WINTER PARK, FLORIDA 32789		
ATTORNEY DOCKET NUMBER:	ENDUROCROSS		
NAME OF SUBMITTER:	Christine McLeod		
SIGNATURE:	/cqmcleod/		
DATE SIGNED:	04/29/2017		
Total Attachments: 1			
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Assignment of Trademarks

WHEREAS, GRIND MEDIA, LLC. (hereafter "Assignor") owns the following trademarks under common law and/or pending or registered with the U.S. Patent and Trademark Office and the Canadian Trademark Office (hereinafter referred to as "the marks") and has used or has the bona-fide intent-to-use the marks:

US Serial #: 78/347,300
Reg #: 3,181,526
Trademark: ENDUROCROSS

US Serial #: 78/737,578
Reg #: 3,613,908
Trademark: ENDURO CROSS X

US Serial #: 87/034,981
Trademark: SUPER ENDUROCROSS

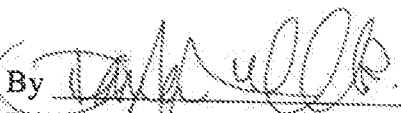
CA Serial #: 1346535
Reg #: TMA768630
Trademark: ENDUROCROSS

WHEREAS, Assignor is assigning the marks as part of the portion of the business to which the marks pertain as required by 15 U.S.C. §1060;

WHEREAS, BONNIER CORPORATION, a Delaware Corporation, (hereafter "Assignee"), the successor of Assignor to the portion of the ongoing and existing business to which the marks pertain, is desirous of acquiring any and all rights that Assignor may have in and to the marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the marks, together with the goodwill of the business in connection with which the marks are used and which is symbolized by the marks, along with the right to recover for damages and profits for past infringements thereof.

Assignor GRIND MEDIA, LLC

By 
Printed Name: DIANA R. MALMS
Title: GENERAL COUNSEL

Date: 04-20-2017