

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM425701

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bruce V. Eide		03/21/2017	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Sturgis Motorcycle Rally, Inc.		
Street Address:	1612 Junction Ave., Suite 4		
City:	Sturgis		
State/Country:	SOUTH DAKOTA		
Postal Code:	57785		
Entity Type:	non-profit economic development corporation: SOUTH DAKOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5186959	SPIRIT OF STURGIS	
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:	844-763-3347		
Email:	sarah@sneedlegal.com		
Correspondent Name:	Sarah C. Hsia		
Address Line 1:	610 Jetton St., Suite 120-107		
Address Line 4:	Davidson, NORTH CAROLINA 28036		
NAME OF SUBMITTER:	Sarah C. Hsia		
SIGNATURE:	/sch/		
DATE SIGNED:	05/01/2017		
Total Attachments: 2			
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OP \$40.00 5186959

Exhibit A

UNITED STATES

ASSIGNMENT OF TRADEMARKS and TRADEMARK REGISTRATION
FROM BRUCE EIDE TO STURGIS MOTORCYCLE RALLY INC.

WHEREAS, Bruce Eide, a South Dakota resident with an address of 2106 Lezelle St., Sturgis, SD 57785 ("ASSIGNOR"), is the exclusive and record owner of the entire right, title, and interest in and to the trademarks and the corresponding United States Trademark Registration identified in Schedule "A" attached hereto (collectively "Trademarks");

WHEREAS, Sturgis Motorcycle Rally, Inc., a non-profit economic development corporation organized under Section 501(c)(6) of the Internal Revenue Code with a principal place of business at 1612 Junction Ave., Sturgis, SD 57785 ("ASSIGNEE"), is desirous of acquiring the Trademarks;

NOW THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer, and sell unto said ASSIGNEE the entire right, title, and interest in and to the Trademarks, all past and present goodwill associated therewith and all rights of action against third parties for past infringement thereof, the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made.



ASSIGNOR hereby warrants and covenants that it has the full power and authority to convey the rights, title, and interest herein assigned, transferred, and sold to ASSIGNEE, that it has not executed and will not execute any agreement in conflict herewith, and that it will execute any and all other instruments which may be necessary to perfect and evidence ASSIGNEE's ownership of the property and rights herein conveyed.

IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, has caused this Assignment to be executed by its duly authorized officer effective as of the 21 day of March, 2018.


BRUCE EIDE

SCHEDULE "A"

Trademarks

Mark	Serial No.	Filing Date	Reg. No.	Issued Date
SPIRIT OF STURGIS	86/496,478	January 9, 2015	5,186,959	April 18, 2017
	n/a	n/a	n/a	n/a
	n/a	n/a	n/a	n/a