

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM437870

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Competitor Group, Inc.		07/31/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	World Triathlon Corporation		
Street Address:	3407 W. Dr. Martin Luther King Jr. Blvd.		
Internal Address:	Suite 100		
City:	Tampa		
State/Country:	FLORIDA		
Postal Code:	33607		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 60			
Property Type	Number	Word Mark	
Registration Number:	3678509	CARLSBAD 5000	
Registration Number:	3872509	COMPETITOR	
Registration Number:	4552172	COMPETITOR	
Registration Number:	3837936	COMPETITOR	
Registration Number:	3568519	COMPETITOR GROUP	
Registration Number:	2431600	COUNTRY MUSIC MARATHON	
Registration Number:	3854898	COUNTRY MUSIC NASHVILLE	
Registration Number:	3026228	ELITE RACING MUSICAL MARATHON TOUR	
Registration Number:	4179960	ENDURANCE LIVE	
Registration Number:	4237320	GEARBUZZ	
Registration Number:	3821381		
Registration Number:	4211303	KIDS ROCK	
Registration Number:	4211304	KIDS ROCK	
Registration Number:	3853562	MINI MUDDY BUDDY	
Registration Number:	3853527	MINI MUDDY BUDDY	
Registration Number:	2398589	MUDDY BUDDY	
Registration Number:	4313803	ROCK 'N' ROLL	
Registration Number:	4336334	ROCK 'N' ROLL	

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Property Type	Number	Word Mark
Registration Number:	4394562	ROCK 'N' ROLL
Registration Number:	2700186	ROCK 'N' ROLL ARIZONA
Registration Number:	4147059	ROCK 'N' ROLL DENVER
Registration Number:	4129158	ROCK 'N' ROLL LOS ANGELES
Registration Number:	3422420	ROCK 'N' ROLL MARATHON
Registration Number:	2530120	ROCK 'N' ROLL MARATHON
Registration Number:	2131333	ROCK 'N' ROLL MARATHON
Registration Number:	3781158	ROCK 'N' ROLL MARATHON SERIES
Registration Number:	3698614	ROCK 'N' ROLL MARATHON SERIES
Registration Number:	3848961	ROCK 'N' ROLL PHILADELPHIA
Registration Number:	3636766	ROCK 'N' ROLL RELAY
Registration Number:	3477801	ROCK 'N' ROLL SAN ANTONIO
Registration Number:	4147056	ROCK 'N' ROLL SAN JOSE
Registration Number:	3837643	RUNNOW
Registration Number:	4932660	STRIP AT NIGHT
Registration Number:	4386278	STRIP AT NIGHT
Registration Number:	4115473	THE HEART OF ROCK 'N' ROLL
Serial Number:	86419545	THE STRONGER SERIES
Registration Number:	4223471	THE WORLD'S LARGEST NIGHTTIME RUNNING EV
Registration Number:	2377816	TRIATHLETE
Registration Number:	2623222	TRIATHLETE
Registration Number:	4580452	VELO
Registration Number:	2710364	VELO
Registration Number:	4313804	VELO
Serial Number:	86701846	WHY RUNNING ROCKS
Registration Number:	4893136	WHY RUNNING ROCKS
Registration Number:	3890268	ALL OUT!
Registration Number:	4564014	1/2 OF THE HALF
Registration Number:	3634161	COUNTRY MUSIC MARATHON & 1/2 MARATHON
Registration Number:	3854899	COUNTRY MUSIC NASHVILLE MARATHON & 1/2
Registration Number:	4309781	LATIN MUSIC MIAMI BEACH 1/2 MARATHON
Registration Number:	3660153	ROCK 'N' ROLL 1/2 MARATHON
Registration Number:	4106044	ROCK 'N' ROLL CHICAGO 1/2 MARATHON
Registration Number:	3926418	ROCK 'N' ROLL DALLAS 1/2 MARATHON
Registration Number:	4147060	ROCK 'N' ROLL DENVER MARATHON & 1/2
Registration Number:	3926417	ROCK 'N' ROLL LAS VEGAS MARATHON & 1/2
Registration Number:	4129159	ROCK 'N' ROLL LOS ANGELES 1/2 MARATHON
Registration Number:	4099536	ROCK 'N' ROLL PHILADELPHIA 1/2 MARATHON

TRADEMARK

REEL: 006122 FRAME: 0170

Property Type	Number	Word Mark
Registration Number:	4129157	ROCK 'N' ROLL SAN ANTONIO MARATHON & 1/2
Registration Number:	4109301	ROCK 'N' ROLL SAN DIEGO MARATHON & 1/2
Registration Number:	4147055	ROCK 'N' ROLL SAN JOSE 1/2 MARATHON
Registration Number:	1936577	VELOSWAP

CORRESPONDENCE DATA

Fax Number: 8132237000
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.
Phone: 8132237000
Email: trademarks@carltonfields.com
Correspondent Name: William Giltinan, Carlton Fields
Address Line 1: PO Box 3239
Address Line 4: Tampa, FLORIDA 33601

NAME OF SUBMITTER:	William G. Giltinan
SIGNATURE:	/William G. Giltinan/
DATE SIGNED:	08/03/2017

Total Attachments: 8
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TRADEMARKS ASSIGNMENT

This Trademarks Assignment (this "Assignment"), by and between Competitor Group, Inc., a Delaware corporation having offices at 9477 Waples Street, Suite 150, San Diego, CA 92121 ("Assignor"), and World Triathlon Corporation, a Florida corporation having offices at 3407 W. Dr. Martin Luther King Jr. Blvd., Suite 100, Tampa, Florida 33607 ("Assignee") shall be effective as of July 31, 2017.

WITNESSETH:

WHEREAS, Assignor had or may have had certain rights in the trademarks, trade names, and service marks identified on Exhibit A attached hereto ("Marks");

WHEREAS, Assignor is a subsidiary of Assignee, and Assignor and Assignee desire to transfer the Marks and all related registrations ("Registrations") and applications to register ("Applications") worldwide to Assignee which are related entities; and

WHEREAS, the parties desire to record, memorialize, codify, and affirm that the Marks, goodwill, Registrations and Applications, and associated rights are fully and finally transferred from Assignor to Assignee;

NOW, THEREFORE, in consideration of the mutual covenants herein, and other good and valuable consideration, receipt, adequacy, and legal sufficiency of which are hereby acknowledged, and all parties intending to be legally bound hereby, Assignor and Assignee agree as follows:

SECTION 1. ASSIGNMENT

1.1 Assignor hereby contributes grants, sells, conveys, transfers, assigns, releases, and delivers to Assignee, its successors, assigns, and legal representatives, any and all right, title, and interest Assignor has or may have in or to the Marks, including without limitation all common law rights, rights acquired through use, license or assignment, state law rights, rights in foreign nations, all registrations and applications for registration thereof, in all states, nations, communities, and regions worldwide, and all goodwill associated therewith, together with all liabilities, duties and obligations relating to the Marks and the Registrations and Applications, all rights to file applications directed to and obtain and maintain registrations for the Marks worldwide, and all rights to bring actions and recover damages for any and all past, present and future infringements of the Marks in any and all jurisdictions throughout the world, including all rights as opponents in any opposition.

1.2 Assignor hereby authorizes Assignee, its successors and assigns, to take any appropriate action in connection with the Marks, the Registrations and Applications, and all other applications, registrations, goodwill, and rights assigned hereunder, in the name of the Assignors.

1.4 Any nation or state, or agency or representative thereof, or individual, partnership, corporation, or other entity, may rely without further inquiry upon the powers and rights granted to Assignee herein and upon any notarization, certification, verification, affidavit, or jurat by any notary public of any state relating to the authorization, execution, and delivery of this Assignment of the authenticity of any copy, conformed or otherwise, hereof.

SECTION 2. MISCELLANEOUS

2.1 The terms and provisions of this Assignment shall be binding upon and shall extend to, and inure to the benefit of the parties and their successors and assigns.

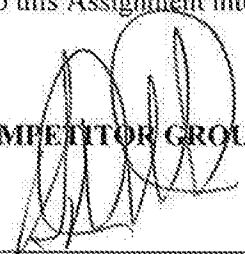
2.2 In the event that any term or provision of this Assignment is held to be invalid, illegal or unenforceable in any respect, such term or provision shall be deemed amended to the extent necessary to render it valid, legal and enforceable, and the parties agree to be bound by the same as thus amended, and the remaining terms and provisions of this Assignment shall not be affected or impaired thereby.

2.3 This Assignment shall be construed under the laws of the State of Florida, without reference to principles of conflicts of laws.

2.4 This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.


IN WITNESS WHEREOF, the parties have entered into this Assignment intending to be legally bound as of the Effective Date first written above.

Assignor: **COMPETITOR GROUP, INC.**

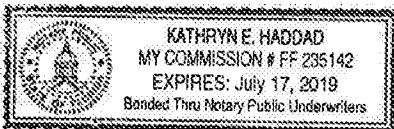
BY: 
Andrew Messick, President and Chief Executive Officer

STATE OF FLORIDA, COUNTY OF HILLSBOROUGH


On this 31st day of July, 2017, the foregoing instrument was acknowledged before me by Andrew Messick, who is personally known to me.


(Official Notary Signature)
Name: Kathryn E. Haddad

(NOTARY SEAL)




Assignee: **WORLD TRIATHLON CORPORATION**

BY: 
Andrew Messick, Chief Executive Officer

STATE OF FLORIDA, COUNTY OF HILLSBOROUGH

On this 31st day of July, 2017, the foregoing instrument was acknowledged before me by Andrew Messick, who is personally known to me.


(Official Notary Signature)
Name: Kathryn E. Haddad

(NOTARY SEAL)

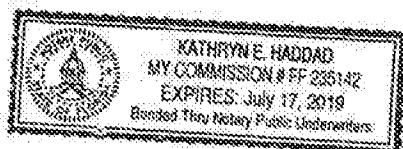


Exhibit A
Marks

Country	Mark	Application #	File Date	Registration #	Registration Date
AUSTRALIA	COMPETITOR	1506126	08/02/2012	1506126	12/10/2012
AUSTRALIA	ENDURANCE LIVE	1405232	06/24/2011	1405232	05/18/2011
AUSTRALIA	MUDDY BUDDY	905113	03/04/2002	905113	10/14/2002
AUSTRALIA	ROCK 'N' ROLL MARATHON	984437	01/01/2009	984437	09/17/2009
3827482 BRAZIL	ROCK 'N' ROLL	840792743	02/13/2014		
CANADA	COMPETITOR	1588687	08/02/2012	TMA921331	11/26/2015
CANADA	ROCK 'N' ROLL	1559345	01/11/2012		
CANADA	ROCK 'N' ROLL MARATHON	1,414,261	10/10/2008	TMA867860	12/23/2013
CANADA	VELO	1559344	01/11/2012	TMA861308	09/26/2013
CHINA	ROCK 'N' ROLL	23076744	03/09/2017		
CHINA	ROCK 'N' ROLL MARATHON	984437	04/23/2009	984437	11/05/2008
EUROPEAN UNION (EUTM & RCD)	COMPETITOR	11091576	08/02/2012	11091576	12/28/2012
EUROPEAN UNION (EUTM & RCD)	ENDURANCE LIVE	9679952	01/24/2011	9679952	06/30/2011
EUROPEAN UNION (EUTM & RCD)	MUDDY BUDDY	10145621	07/22/2011	10145621	01/03/2012
EUROPEAN UNION (EUTM & RCD)	ROCK 'N' ROLL	10556322	01/12/2012	10556322	12/19/2012
EUROPEAN UNION (EUTM & RCD)	ROCK 'N' ROLL MARATHON	984437	01/01/2009	984437	01/22/2009
EUROPEAN UNION (EUTM & RCD)	ENDURANCE AWARDS	9679895	01/24/2011	9679895	08/29/2011
EUROPEAN UNION (EUTM & RCD)	ENDURANCE EXPO	9679945	01/24/2011	9679945	08/29/2011

Country	Mark	Application #	File Date	Registration #	Registration Date
EUROPEAN UNION (EUTM & RCD)	EXPOTIQUE	11704335	04/02/2013	11704335	08/29/2013
EUROPEAN UNION (EUTM & RCD)	SHERBOX ATHLETICS	11370046	11/23/2012	11370046	05/21/2013
EUROPEAN UNION (EUTM & RCD)	STRIP AT NIGHT	10934578	06/03/2012	10934578	12/04/2012
INDIA	ROCK 'N' ROLL MARATHON	1794928	03/13/2009	1794928	10/31/2012
JAPAN	COMPETITOR	201262660	08/02/2012	5593879	06/28/2013
JAPAN	ROCK 'N' ROLL	201156903	08/09/2011	5500813	06/15/2012
MEXICO	ROCK 'N' ROLL MARATHON	1515248	08/11/2014	1506408	01/15/2015
MEXICO	ROCK 'N' ROLL MARATHON	1450264	01/22/2014	1462331	06/16/2014
MEXICO	ROCK 'N' ROLL MARATHON	1450266	01/22/2014	1506346	01/15/2015
MEXICO	ROCK 'N' ROLL 1/2 MARATHON	1515249	08/11/2014	1506409	01/15/2015
MEXICO	ROCK 'N' ROLL 1/2 MARATHON	1450267	01/22/2014	1462332	06/16/2014
MEXICO	ROCK 'N' ROLL 1/2 MARATHON	1450268	01/22/2014	1506347	01/15/2015
NEW ZEALAND	COMPETITOR	963113	08/02/2012	963113	03/22/2013
NEW ZEALAND	ENDURANCE LIVE	836177	02/24/2011	836177	07/25/2011
NEW ZEALAND	MUDDY BUDDY	663774	09/02/2002	663774	03/03/2003
NEW ZEALAND	MUDDY BUDDY	661362	07/24/2002	661362	03/31/2003
NORWAY	COMPETITOR	201207888	08/02/2012	268010	11/01/2012
NORWAY	ROCK 'N' ROLL	201200442	01/12/2012	271661	08/19/2013
NORWAY	ROCK 'N' ROLL	201200443	01/12/2012	265902	06/25/2012
NORWAY	ROCK 'N' ROLL	201200444	01/12/2012	266634	08/15/2012
TAIWAN	COMPETITOR	101043923	08/03/2012	1600578	09/16/2013
UNITED STATES	CARLSBAD 5000	77/517,842	07/09/2008	3,678,509	09/08/2009
UNITED STATES	COMPETITOR	77/925,895	02/02/2010	3,872,509	11/09/2010

Country	Mark	Application #	File Date	Registration #	Registration Date
UNITED STATES	COMPETITOR	85/532,088	02/02/2012	4,552,172	06/17/2014
UNITED STATES	COMPETITOR AND DESIGN	77/937,482	02/17/2010	3,837,936	08/24/2010
UNITED STATES	COMPETITOR GROUP AND DESIGN	77/411,388	03/03/2008	3,568,519	01/27/2009
UNITED STATES	COUNTRY MUSIC MARATHON	75/978,583	01/15/1998	2,431,600	02/27/2001
UNITED STATES	COUNTRY MUSIC MARATHON	75/978,583	01/15/1998	2,431,600	02/27/2001
UNITED STATES	COUNTRY MUSIC NASHVILLE	77/870,980	11/12/2009	3,854,898	09/28/2010
UNITED STATES	ELITE RACING MUSICAL MARATHON TOUR	76/624,749	12/15/2004	3,026,228	12/13/2005
UNITED STATES	ENDURANCE LIVE	85/090,334	07/22/2010	4,179,960	07/24/2012
UNITED STATES	GEARBUZZ	85/585,536	03/30/2012	4,237,320	11/06/2012
UNITED STATES	GUITAR DESIGN	77/887,983	12/07/2009	3,821,381	07/20/2010
UNITED STATES	KIDS ROCK	85/369,557	07/12/2011	4,211,303	09/18/2012
UNITED STATES	KIDS ROCK	85/369,563	07/12/2011	4,211,304	09/18/2012
UNITED STATES	MINI MUDDY BUDDY	77/953,076	03/08/2010	3,853,562	09/28/2010
UNITED STATES	MINI MUDDY BUDDY	77/945,823	02/26/2010	3,853,527	09/28/2010
UNITED STATES	MUDDY BUDDY	75/611,477	12/23/1998	2,398,589	10/24/2000
UNITED STATES	ROCK 'N' ROLL	85/369,531	07/12/2011	4,313,803	04/02/2013
UNITED STATES	ROCK 'N' ROLL	85/977,400	07/12/2011	4,336,334	05/14/2013
UNITED STATES	ROCK 'N' ROLL	85/369,534	07/12/2011	4,394,562	09/03/2013
UNITED STATES	ROCK 'N' ROLL ARIZONA	76/424,401	06/24/2002	2,700,186	03/25/2003

Country	Mark	Application #	File Date	Registration #	Registration Date
UNITED STATES	ROCK 'N' ROLL DENVER	77/921,396	01/27/2010	4,147,059	05/22/2012
UNITED STATES	ROCK 'N' ROLL LOS ANGELES	77/926,119	02/02/2010	4,129,158	04/17/2012
UNITED STATES	ROCK 'N' ROLL MARATHON	77/261,585	08/22/2007	3,422,420	05/06/2008
UNITED STATES	ROCK 'N' ROLL MARATHON	75/418,270	01/15/1998	2,530,120	01/15/2002
UNITED STATES	ROCK 'N' ROLL MARATHON	75/161,168	09/05/1996	2,131,333	01/20/1998
UNITED STATES	ROCK 'N' ROLL MARATHON SERIES	77/842,202	10/06/2009	3,781,158	04/27/2010
UNITED STATES	ROCK 'N' ROLL MARATHON SERIES DESIGN	77/706,089	04/03/2009	3,698,614	10/20/2009
UNITED STATES	ROCK 'N' ROLL PHILADELPHIA	77/914,957	01/19/2010	3,848,961	09/14/2010
UNITED STATES	ROCK 'N' ROLL RELAY	78/567,925	02/15/2005	3,636,766	06/09/2009
UNITED STATES	ROCK 'N' ROLL SAN ANTONIO	77/261,441	08/22/2007	3,477,801	07/29/2008
UNITED STATES	ROCK 'N' ROLL SAN JOSE	77/917,245	01/21/2010	4,147,056	05/22/2012
UNITED STATES	RUNNOW	77/917,237	01/21/2010	3,837,643	08/24/2010
UNITED STATES	STRIP AT NIGHT	85/486,283	12/02/2011	4,932,660	04/05/2016
UNITED STATES	STRIP AT NIGHT	85/486,277	12/02/2011	4,386,278	08/20/2013
UNITED STATES	THE HEART OF ROCK 'N' ROLL	77/939,719	02/19/2010	4,115,473	03/20/2012
UNITED STATES	THE STRONGER SERIES	86/419,545	10/09/2014		
UNITED STATES	THE WORLD'S LARGEST NIGHTTIME RUNNING EVENT	85/370,456	07/13/2011	4,223,471	10/09/2012
UNITED STATES	TRIATHLETE (Stylized)	75/978,885	04/21/1999	2,377,816	08/15/2000

Country	Mark	Application #	File Date	Registration #	Registration Date
UNITED STATES	TRIATHLETE (Stylized)	76/124,386	09/08/2000	2,623,222	09/24/2002
UNITED STATES	VELO	85/370,467	07/13/2011	4,580,452	08/05/2014
UNITED STATES	VELO	75/913,656	02/09/2000	2,710,364	04/29/2003
UNITED STATES	VELO	85/370,446	07/13/2011	4,313,804	04/02/2013
UNITED STATES	VELOSWAP	74/523,074	05/02/1994	1,936,577	11/21/1995
UNITED STATES	WHY RUNNING ROCKS DESIGN	86/701,846	07/22/2015		
UNITED STATES	WHY RUNNING ROCKS DESIGN	86/701,847	07/22/2015	4,893,136	01/26/2016
UNITED STATES	ALL OUT!	85/034,622	05/10/2010	3,890,268	12/14/2010
UNITED STATES	1/2 OF THE HALF	86/131,557	11/27/2013	4,564,014	07/08/2014
UNITED STATES	COUNTRY MUSIC MARATHON & 1/2 MARATHON	77/517,855	07/09/2008	3,634,161	06/09/2009
UNITED STATES	COUNTRY MUSIC NASHVILLE MARATHON & 1/2 DESIGN	77/870,990	11/12/2009	3,854,899	09/28/2010
UNITED STATES	LATIN MUSIC MIAMI BEACH 1/2 MARATHON DESIGN	85/369,564	07/12/2011	4,309,781	03/26/2013
UNITED STATES	ROCK 'N' ROLL 1/2 MARATHON	77/517,860	07/09/2008	3,660,153	07/28/2009
UNITED STATES	ROCK 'N' ROLL CHICAGO 1/2 MARATHON DESIGN	77/896,656	12/18/2009	4,106,044	02/28/2012
UNITED STATES	ROCK 'N' ROLL DALLAS 1/2 MARATHON DESIGN	77/759,784	06/15/2009	3,926,418	03/01/2011
UNITED STATES	ROCK 'N' ROLL DENVER MARATHON & 1/2 DESIGN	77/921,402	01/27/2010	4,147,060	05/22/2012

Country	Mark	Application #	File Date	Registration #	Registration Date
UNITED STATES	ROCK 'N' ROLL LAS VEGAS MARATHON & 1/2 DESIGN	77/759,767	06/15/2009	3,926,417	03/01/2011
UNITED STATES	ROCK 'N' ROLL LOS ANGELES 1/2 MARATHON DESIGN	77/926,126	02/02/2010	4,129,159	04/17/2012
UNITED STATES	ROCK 'N' ROLL PHILADELPHIA 1/2 MARATHON DESIGN	77/914,951	01/19/2010	4,099,536	02/14/2012
UNITED STATES	ROCK 'N' ROLL SAN ANTONIO MARATHON & 1/2 DESIGN	77/926,112	02/02/2010	4,129,157	04/17/2012
UNITED STATES	ROCK 'N' ROLL SAN DIEGO MARATHON & 1/2 DESIGN	77/884,784	12/02/2009	4,109,301	03/06/2012
UNITED STATES	ROCK 'N' ROLL SAN JOSE 1/2 MARATHON DESIGN	77/917,244	01/21/2010	4,147,055	05/22/2012
WIPO	ROCK 'N' ROLL MARATHON	984437	11/05/2008	984437	11/05/2008