

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM442554

|   |  |                                 |                          |
|---|--|---------------------------------|--------------------------|
| <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>       |
| Good Sports, Inc.   |  | 09/07/2017                      | Corporation: CONNECTICUT |
| <b>RECEIVING PARTY DATA</b>   |  |                                 |                          |
| <b>Name:</b>  | City of Laconia, New Hampshire                     |                                 |                          |
| <b>Street Address:</b>  | 45 Beacon St. East                                 |                                 |                          |
| <b>City:</b>  | Laconia  |                                 |                          |
| <b>State/Country:</b>   | NEW HAMPSHIRE                                      |                                 |                          |
| <b>Postal Code:</b>   | 03246  |                                 |                          |
| <b>Entity Type:</b>   | Municipal Corporation: NEW HAMPSHIRE               |                                 |                          |
| <b>PROPERTY NUMBERS Total: 8</b>  |  |                                 |                          |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>                |                          |
| <b>Registration Number:</b>   | 4612336  | AMERICA'S ORIGINAL RIDING RALLY |                          |
| <b>Registration Number:</b>   | 4401742  | IN LACONIA WE RIDE              |                          |
| <b>Registration Number:</b>   | 4194658  | LACONIA BIKE WEEK               |                          |
| <b>Registration Number:</b>   | 4372832  | LACONIA BIKE WEEK               |                          |
| <b>Registration Number:</b>   | 4443057  | LACONIA MOTORCYCLE RALLY        |                          |
| <b>Registration Number:</b>   | 4194656  | LACONIA MOTORCYCLE WEEK         |                          |
| <b>Registration Number:</b>   | 4277917  | LACONIA MOTORCYCLE WEEK         |                          |
| <b>Registration Number:</b>   | 4284559  | WORLD'S OLDEST MOTORCYCLE RALLY |                          |
| <b>CORRESPONDENCE DATA</b>  |  |                                 |                          |
| <b>Fax Number:</b>  |  |                                 |                          |
| <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>Email:</b>   | trademarks@sneedlegal.com                          |                                 |                          |
| <b>Correspondent Name:</b>  | Jason Sneed, SNEED PLLC                            |                                 |                          |
| <b>Address Line 1:</b>  | 610 Jetton St., Suite 120-107                      |                                 |                          |
| <b>Address Line 4:</b>  | Davidson, NORTH CAROLINA 28036                     |                                 |                          |
| <b>NAME OF SUBMITTER:</b>   | Sarah C. Hsia                                      |                                 |                          |
| <b>SIGNATURE:</b>   | /sch/  |                                 |                          |
| <b>DATE SIGNED:</b>   | 09/10/2017   |                                 |                          |

OP \$215.00 4612336

**Total Attachments: 3**

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## Trademark Assignment Agreement

This Trademark Assignment Agreement (the "ASSIGNMENT") is by and between Good Sports, Inc. ("ASSIGNOR"), a Connecticut corporation with its principal place of business at 349 Progress Drive, Manchester, CT, 06045, and the City of Laconia, New Hampshire ("ASSIGNEE"), a New Hampshire municipal corporation with its principal place of business at 45 Beacon St. East, Laconia, NH 03246, referred to herein collectively as the "PARTIES" and each individually as a "PARTY."

WHEREAS, ASSIGNOR owns the following trademarks and accompanying registrations:

- AMERICA'S ORIGINAL RIDING RALLY® (U.S. Reg. No. 4,612,336);
- IN LACONIA WE RIDE® (U.S. Reg. No. 4,401,742);
- LACONIA BIKE WEEK® (U.S. Reg. Nos. 4,194,658 and 4,372,832);
- LACONIA MOTORCYCLE RALLY® (U.S. Reg. No. 4,443,057);
- LACONIA MOTORCYCLE WEEK® (U.S. Reg. Nos. 4,194,656 and 4,277,917); and,
- WORLD'S OLDEST MOTORCYCLE RALLY® (U.S. Reg. No. 4,284,559)

(collectively, the "TRADEMARKS") and all business goodwill related therewith; and

WHEREAS, ASSIGNOR desires to assign and ASSIGNEE desires to acquire all rights, title, and interest in and to the TRADEMARKS and all business goodwill related therewith; and

NOW, THEREFORE, in consideration of the mutual covenants and promises set forth below and other good and valuable consideration, the sufficiency of which is hereby mutually acknowledged, the PARTIES agree as follows:

1. **Effective Date.** This ASSIGNMENT shall be effective as of the last date of execution below.
2. **Assignment of Trademarks.** Upon the Effective Date, ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE the full and exclusive entire right, title, and interest in and to the TRADEMARKS, including, without limitation, the right to renew registration of the TRADEMARKS in the United States, all proceeds therefor (including, but not limited to, all license royalties and proceeds of infringement suits, except as otherwise set forth in this AGREEMENT), the right to license the TRADEMARKS, the right to sue for past, present, and future infringements of the TRADEMARKS, and the goodwill of the business associated with and symbolized by the TRADEMARKS.

IN WITNESS WHEREOF, the PARTIES have executed this ASSIGNMENT as follows:

Good Sports, Inc.

By: 

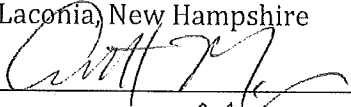
Name: J BERKOWITZ

Title: PRESIDENT

Date: 9/7/17

[Signatures Continue on Following Page]

City of Laconia, New Hampshire

By: 

Name: Scott Myers

Title: CITY MANAGER

Date: August 30, 2017

[End of Signatures]