

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM455875

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LHR International, Inc.		12/21/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Take 2 Market, Inc.		
Street Address:	1351 County Road 43250		
City:	Paris		
State/Country:	TEXAS		
Postal Code:	75462		
Entity Type:	Corporation: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86425013	LONG HARD RIDE	
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>			
Email:	jdcasias@gmail.com		
Correspondent Name:	Joseph D. Casias		
Address Line 1:	9265 Stargaze Avenue		
Address Line 4:	San Diego, CALIFORNIA 92129		
NAME OF SUBMITTER:	Joseph D. Casias		
SIGNATURE:	/Joseph D. Casias/		
DATE SIGNED:	12/26/2017		
Total Attachments: 2			
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source=Trademark Assignment - [LHR Intl to Take 2 Market]#page2.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is entered into and effective this 21st day of December, 2017 (the "Effective Date") by and between **LHR INTERNATIONAL, INC.**, a California corporation located at 9265 Stargaze Ave., San Diego, California 92129 ("Assignor") and **TAKE 2 MARKET, INC.**, a Texas corporation located at 1351 County Road 43250, Paris, Texas 75462 ("Assignee"), which parties may be referred to as a "Party" or jointly as "Parties."

WHEREAS, Assignor desires to assign, transfer, convey and deliver to Assignee all of Assignor's right, title and interest in and to the trademarks, service marks and trade names associated with the name "Long Hard Ride" including, without limitation those identified in Schedule A hereto, (collectively, the "Long Hard Ride Marks"), including the goodwill and all common law rights therein; and

WHEREAS, Assignor is the sole owner of the entire right, title and interest in, to and under the Long Hard Ride Marks, all goodwill associated therewith, and all common law rights therein; and

WHEREAS, Assignee desires to acquire from Assignor, and Assignor is willing to convey to Assignee, Assignor's entire right, title and interest in, to and under the Long Hard Ride Marks, all goodwill associated therewith, and all common law rights therein.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee, its successors and assigns, the entire right, title and interest in, to and under the Long Hard Ride Marks, including common law rights therein, together with all goodwill of the business represented and symbolized by and associated with the Long Hard Ride Marks.

Assignor further conveys, transfers and assigns to Assignee the right to file any action and recover damages by reason of past infringement, misappropriation or other unauthorized use of said Long Hard Ride Marks, with the right to sue for, and collect the same for its own use and behalf, and for the use and behalf of its successors, assigns, or other legal representatives.

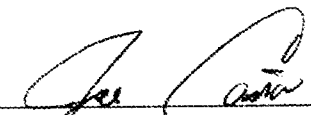
IN WITNESS WHEREOF, the Parties, by their duly authorized representatives, have caused this Trademark Assignment to be duly executed as of the Effective Date.


ASSIGNOR

ASSIGNEE

LHR INTERNATIONAL, INC.

TAKE 2 MARKET, INC.

By: 

By: 

Name: Joseph D. Casias

Name: James Paul Pierotti

Title: CEO

Title: CEO

Schedule A

<u>Title/Mark</u>	<u>Country</u>	<u>International Class</u>	<u>Status</u>	<u>Serial Number</u>	<u>Filing Date</u>	<u>Registration Number</u>	<u>Registration Date</u>
Long Hard Ride	U.S.	025	Reg.	86425013	10/13/2014	4821036	09/29/2015