

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM463559

<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>
Ride the Remuda Productions, Inc.		02/02/2018	Corporation: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MCC Magazines, LLC		
<b>Street Address:</b>	725 Broad Street		
<b>City:</b>	Augusta		
<b>State/Country:</b>	GEORGIA		
<b>Postal Code:</b>	30901		
<b>Entity Type:</b>	Limited Liability Company: GEORGIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3792939	ROAD TO THE HORSE	
<b>Registration Number:</b>	4378878		
<b>Registration Number:</b>	3759617	THE WORLD CHAMPIONSHIP OF COLT STARTING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7067229779		
<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>Phone:</b>	706-828-2011		
<b>Email:</b>	lhamrick@hullbarrett.com		
<b>Correspondent Name:</b>	Lynne Hamrick		
<b>Address Line 1:</b>	801 Broad St, Floor 7		
<b>Address Line 4:</b>	Augusta, GEORGIA 30901		
<b>NAME OF SUBMITTER:</b>	Lynne Hamrick		
<b>SIGNATURE:</b>	/Lynne Hamrick/		
<b>DATE SIGNED:</b>	02/27/2018		
<b>Total Attachments: 2</b>			
source=01152586#page1.tif			
source=01152586#page2.tif			

OP \$90.00 3792939

## ACKNOWLEDGEMENT OF TRADEMARK ASSIGNMENT

**THIS ACKNOWLEDGEMENT OF TRADEMARK ASSIGNMENT** (“Acknowledgement of Assignment”) is made as of the 2<sup>nd</sup> day of February, 2018, by and among **Ride the Remuda Productions, Inc.**, a Texas corporation (“**RTR**”), **Tootie Bland** shareholder of RTR (“**Owner**”, Owner and RTR collectively referred to herein as the “**Assignors**”), and **MCC Magazines, LLC**, a Georgia limited liability company (“**Assignee**”).

**NOW, THEREFORE**, Assignors and Assignee acknowledge and agree that, effective as of the date first set forth above (the “**Effective Date**”), for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors have irrevocably assigned and transferred to Assignee, its successors and assigns, in perpetuity all right, title, and interest in and to certain trademarks, trade names, domain names and other licensed rights (the “**Intellectual Property**”), as set forth more specifically in the Asset Purchase and Sale Agreement dated the 2<sup>nd</sup> day of February, 2018, between Assignors and Assignee, including that certain trademarks known as

(1) “**Road to the Horse**” which is registered in the records of the United States Patent and Trademark Office under registration number **3,792,939**, having a registration date of May 25, 2010, serial number of **77843964** and a filing date of October 7, 2009;

(2) “**Logo Mark**” (Star & Rider Design) which is registered in the records of the United States Patent and Trademark Office under registration number **4,378,878**, having a registration date of August 6, 2013, serial number of **85714819** and a filing date of August 28, 2012;

(3) “**The World Champion of Colt Starting**” which is registered in the records of the United States Patent and Trademark Office under registration number **3,759,617**, having a registration date of March 09, 2010, serial number of 77860487 and a filing date of October 29, 2009;

(4) “**Road to the Horse**” which is registered in the records of the Canadian Intellectual Property Office under registration number **TMA926,329**, having a registration date of January 18, 2016, application number of 1638018 and a filing date of August 2, 2013;

(5) “**Logo Mark**” (**Star & Rider Design**) which is registered in the records of the Canadian Intellectual Property Office under registration number **TMA926,321**, having a registration date of January 18, 2016, application number of **1638649** and a filing date of August, 8, 2013; and

(6) “**The World Champion of Colt Starting**” which is registered in the records of the Canadian Intellectual Property Office under registration number **TMA926,335**, having a registration date of January 18, 2016, application number of 163802 and a filing date of August 2, 2013;

(each of the above items 1 – 6 above collectively referred to as the “**Mark**”), together with the goodwill of the business symbolized by the referenced Mark. The rights assigned include, but are not limited to, any choses in action relating to said Intellectual Property and claims for damages, profits and costs, both in equity and law, for any infringement or infringements of said Intellectual Property accruing or occurring on, before or after the Effective Date.

Each Assignor further agrees to execute such other documents and take other actions as Assignee or its representatives may reasonably request, as necessary to effectuate the purpose of this Acknowledgement of Assignment, without further consideration. This document shall be binding on the parties, their principals, owners, employees, representatives, successors, heirs and assigns. This

Acknowledgement and Assignment and any dispute arising under it shall be governed by and construed in accordance with the laws of the State of Texas.

**IN WITNESS THEREOF**, the Assignors have duly executed this Acknowledgement of Assignment to be effective as of the day and year first above written.

**RIDE THE REMUDA PRODUCTIONS, INC.,**  
a Texas corporation

By: [Signature]  
Name: Tootie Bland  
As its: President

**OWNER:**

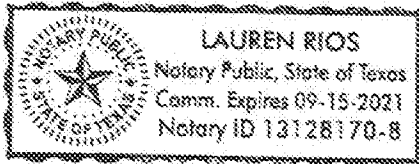
[Signature]  
Tootie Bland

STATE OF TEXAS

COUNTY OF TAYLOR

On this 1 day of FEBRUARY, 2018, before me personally appeared Tootie Bland, who is personally known to me or who produced SOCIAL SECURITY as identification, who identified herself as the President/Owner of RIDE THE REMUDA PRODUCTIONS, INC., a Texas corporation, who executed the foregoing Acknowledgement of Assignment as the duly authorized representative of said companies.

IN WITNESS WHEREOF, I have set my hand and affixed my official seal the day and year first above written.



Lauren Rios  
Notary Public, State of TEXAS  
My commission expires on 9-15-2021

[Signature Page to Acknowledgement of Trademark Assignment]

00047013.2

01131714-1