

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM479837

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	LICENSE		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sales Record Publishing Company, Inc.		01/27/2016	Corporation: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Garmin Switzerland GmbH		
Street Address:	Mühlentalstrasse 2		
City:	Schaffhausen		
State/Country:	SWITZERLAND		
Postal Code:	8200		
Entity Type:	Gesellschaft Mit Beschränkter Haftung (GmbH): SWITZERLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1086368	"BEAT YESTERDAY"	
Registration Number:	5053336	BEAT YESTERDAY	
CORRESPONDENCE DATA			
Fax Number:	9133979079		
<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:	9133978200		
Email:	trademarks@garmin.com		
Correspondent Name:	Garmin International, Inc.		
Address Line 1:	1200 E. 151st Street		
Address Line 4:	Olathe, KANSAS 66062		
NAME OF SUBMITTER:	David V. Ayres		
SIGNATURE:	/David V. Ayres/		
DATE SIGNED:	06/28/2018		
Total Attachments: 2			
source=Garmin Beat Yesterday Trademark License Agreement.EXECUTED_Redacted#page1.tif			
source=Garmin Beat Yesterday Trademark License Agreement.EXECUTED_Redacted#page2.tif			

CH \$65.00 1086368

TRADEMARK LICENSE AGREEMENT

This Trademark License Agreement (hereafter "Agreement"), effective as of February 5, 2016 (hereafter, "Effective Date"), is by and between Sales Record Publishing Company, Inc. of Pomfret, Connecticut and its affiliates (hereafter, "Licensor") and Garmin Switzerland GmbH, of Schaffhausen, Switzerland and its affiliates (hereafter, "Licensee").

WHEREAS, Licensor owns and uses in commerce the trademark BEAT YESTERDAY in connection with its sales of business performance tracking ledgers and related products and services, including United States Trademark Registration No. 1086368 and pending United States Trademark Application Serial No. 86881720 (hereafter "Trademark"), and Licensor desires to grant to Licensee the exclusive right to use the Trademark in a limited field of use for a limited term:

WHEREAS, Licensee is using and desires to continue to use in commerce the slogan BEAT YESTERDAY in connection with its sales of activity tracking devices and related fitness products; and

WHEREAS, Licensor, subject to the terms and conditions set forth in this Agreement, is willing to permit Licensee to use the Trademark in connection with the sales of activity tracking devices and related fitness products for the mutual benefit of Licensor and Licensee.

NOW, THEREFORE, in consideration of the above, the parties hereto agree as follows:

BASIC PROVISIONS

LICENSED PROPERTY: The Trademark.

LICENSED PRODUCTS: Activity tracking devices and related fitness products (hereafter "Field of Use").

LICENSED TERRITORY: Worldwide.

LICENSED TERM: This Agreement shall become effective on the Effective Date and shall remain in full force and effect for a term of five (5) years.

EXCLUSIVITY: The Licensed Property shall be exclusive to Licensee for the Field of Use during the Licensed Term.

ROYALTY RATE: [REDACTED] one-time payment for the entire License Term.

Licensor hereby grants Licensee an exclusive license to use the Trademark in the Field of Use for the Licensed Term and further covenants to not sue Licensee during the Licensed Term subject to Licensee's payment of the Royalty Rate. Licensee shall pay the Royalty Rate to Licensor by check issued within ten (10) business days from the date Licensor executes this Agreement, [REDACTED]

Each party shall bear its own fees and costs. This agreement shall be binding on all successors and assigns of the parties hereto.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year written below.

SALES RECORD PUBLISHING COMPANY, INC.

By: [Signature]

Name: Brian Jessurun

Date: 1/27/16

Title: President

GARMIN SWITZERLAND GmbH

By: [Signature]

Name: Andrew R. Etland

Date: February 1, 2016

Title: VP and General Counsel