

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM505444

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alchemy Copyrights, LLC		12/20/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Concord Bicycle Assets, LLC		
Street Address:	100 North Crescent Drive		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 35			
Property Type	Number	Word Mark	
Registration Number:	3578664	FEARLESS RECORDS	
Registration Number:	4730797	PUNK GOES	
Registration Number:	3026212	WIND-UP	
Registration Number:	3052713	WIND-UP	
Registration Number:	2202060	WIND-UP	
Registration Number:	3598868	WIND-UP	
Registration Number:	3627360	WIND-UP	
Registration Number:	4839810	ALCHEMY COPYRIGHTS	
Registration Number:	3408311	BICYCLE MUSIC COMPANY	
Registration Number:	4937271	THE BICYCLE MUSIC COMPANY	
Registration Number:	4937272	THE BICYCLE MUSIC COMPANY	
Registration Number:	4937263	THE BICYCLE MUSIC COMPANY	
Registration Number:	0867913		
Registration Number:	1529454		
Registration Number:	0855566	VANGUARD	
Registration Number:	1529455	VANGUARD	
Registration Number:	2520986	VANGUARD RECORDS	
Registration Number:	1971340	SUGAR HILL	
Serial Number:	86730052	BILLIE HOLIDAY	
TRADEMARK			

CH \$890.00 3578664

Property Type	Number	Word Mark
Serial Number:	86730056	BILLIE HOLIDAY
Serial Number:	86730062	BILLIE HOLIDAY
Registration Number:	4981938	BILLIE HOLIDAY
Serial Number:	86730088	LADY DAY
Serial Number:	86730082	LADY DAY
Serial Number:	86730078	LADY DAY
Registration Number:	4981939	LADY DAY
Registration Number:	2190340	TELEVISION'S GREATEST HITS
Registration Number:	2190339	TELEVISION'S GREATEST HITS
Registration Number:	5052599	TAMMY WYNETTE
Serial Number:	88140309	THE FIRST LADY OF COUNTRY MUSIC
Serial Number:	88140320	STAND BY YOUR MAN
Registration Number:	5303100	CRAFT RECORDINGS
Serial Number:	87165329	CRAFT RECORDINGS
Registration Number:	5434598	
Serial Number:	87370946	

CORRESPONDENCE DATA

Fax Number: 2139292525

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: 213.929.2500

Email: ipladocket@swlaw.com

Correspondent Name: Dax Alvarez

Address Line 1: 400 EAST VAN BUREN STREET

Address Line 2: SUITE 1900

Address Line 4: PHOENIX, ARIZONA 85004-2202

ATTORNEY DOCKET NUMBER: 70982.00006

NAME OF SUBMITTER: Dax Alvarez

SIGNATURE: /Dax Alvarez/

DATE SIGNED: 01/10/2019

Total Attachments: 5

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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT (this "Assignment") is made and executed as of last date of execution shown below (the "Effective Date"), by and between Alchemy Copyrights, LLC, a Delaware limited liability company having a place of business at 100 North Crescent Drive, Beverly Hills, California 90210 ("Assignor") and Concord Bicycle Assets, LLC, a Delaware limited company having a place of business at 100 North Crescent Drive, Beverly Hills, California 90210 ("Assignee").

WHEREAS, Assignee is acquiring Assignor's right, title and interest in, to, and under Assignor's intellectual property, including but not necessarily limited to the trademarks set forth on Schedule A (the "Marks").

WHEREAS, Assignor and Assignee expressly acknowledge that with respect to certain U.S. trademark applications identified in Schedule A that these applications were filed on an "intent to use" basis and that in order to fully assign the rights in these applications, Assignor and Assignee expressly affirm that Assignee is the successor to Assignor's business to which the aforementioned U.S. trademark applications pertain and that such business is ongoing and existing and that as such, this Assignment is proper under 15 USC §1060; 37 CFR §3.16, and TMEP 501.01(a).

WHEREAS, in order to effectuate Assignor's assignment of its entire rights, title and interests in, to, and under the Marks and the goodwill appurtenant thereto, to Assignee, Assignor is executing this instrument of Assignment.

NOW, THEREFORE, in consideration of the Agreement, the sum of US \$100.00 (one hundred US dollars), and other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged by the Assignor, Assignor does hereby sell, assign, convey and transfer unto Assignee, its successors, assigns and legal representatives, its full and entire right, title and interest in, to, and under Assignor's intellectual property including but not necessarily limited to the Marks, and the attendant goodwill symbolized by the foregoing, the same to vest in Assignee, including, without limitation, the ownership of all causes of action for, and claims for damages by reason of, the infringement of any of the Marks by other parties, which causes of action and claims arose prior to the date of execution hereof.

Assignor hereby agrees that Assignee shall have the right, at its sole cost and expense, to record this instrument of assignment with the United States Patent and Trademark Office and with any other agency, office or authority in any and all other jurisdictions and countries of the world, so as to establish Assignee as owner of record of the Marks.

Assignor further agrees, at the request of Assignee and at Assignee's sole cost and expense, to (i) execute and have executed any and all other documents of any kind whatsoever, and to provide whatever information may be required, to carry out the terms and intent of this Assignment; and (ii) fully cooperate with Assignee, as reasonably required, to enable Assignee to duly record this instrument of assignment with the United States Patent and Trademark Office and with any other agency, office or authority in any and all other jurisdictions and countries of the world, so that Assignee's ownership of the Marks is duly made of record.

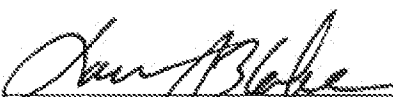
This Assignment and the rights of the parties hereunder will be governed by, interpreted, and enforced in accordance with the laws of the State of California without regard for conflict of laws rules.

If any provision of this Assignment is held to be illegal, invalid or unenforceable under the present or future laws effective during the term of this Assignment, such provision will be fully severable and the remaining provisions of this Assignment will remain in full force and effect.

IN WITNESS WHEREOF, the parties have caused this instrument to be executed on the Effective Date.

ALCHEMY COPYRIGHTS, LLC

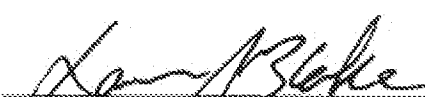
CONCORD BICYCLE ASSETS, LLC

By: 

Name: Lawrence J. Blake

Title: Chief Legal & Business Affairs Officer

Date: December 20, 2018

By: 

Name: Lawrence J. Blake

Title: Chief Legal Officer

Date: December 20, 2018

CALIFORNIA ACKNOWLEDGMENT

CIVIL CODE § 1189

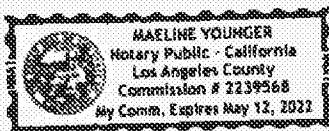
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Los Angeles
On December 20, 2018 before me, Maeline Younger, Notary Public
personally appeared Lawrence J. Blake

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Place Notary Seal and/or Stamp Above

Signature Maeline Younger
Signature of Notary Public

OPTIONAL

Completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Assignment of Trademarks

Document Date: Number of Pages:

Signer(s) Other Than Named Above:

Capacity(ies) Claimed by Signer(s)

Signer's Name:

- Corporate Officer - Title(s)
Partner - Limited General
Individual Attorney in Fact
Trustee Guardian or Conservator
Other:

Signer is Representing:

Signer's Name:

- Corporate Officer - Title(s)
Partner - Limited General
Individual Attorney in Fact
Trustee Guardian or Conservator
Other:

Signer is Representing:

SCHEDULE A
TRADEMARK APPLICATIONS AND REGISTRATIONS

TRADEMARK	COUNTRY	APP. NO.	REG. NO.	CLASS(ES)	STATUS
VANGUARD	Australia	125112	125112	9	Renewed
VANGUARD and Horse and Rider Design	Australia	481333	481333	9	Renewed
WINDUP	Australia	898612	898612	9	Renewed
VANGUARD	Benelux	0533726	0010412	9	Renewed
WIND-UP	Canada	1261030	TMA813313	9, 41	Registered
WINDUP	Canada	850328	TMA520524	9, 41	Registered
VANGUARD and Horse and Rider Design	Canada	601123	TMA364109	9	Registered
VANGUARD	Germany	V12516	884248	9	Renewed
WIND-UP	European Union	000576215	000576215	9, 41	Renewed
CRAFT RECORDINGS	European Union	016549354	016549354	9, 25, 41	Registered
TAMMY WYNETTE	European Union	001081181	001081181	9, 16, 25, 41	Renewed
STAND BY YOUR MAN	European Union	001081249	001081249	9, 16, 25, 41	Renewed
VANGUARD	European Union	000025494	000025494	9	Renewed
VANGUARD and Horse and Rider Design	Hong Kong	1989B1379	1989B1379	9	Renewed
VANGUARD	Israel	48123	48123	9	Renewed
VANGUARD and Katakana	Japan	S35-038920	0593835-2	9, 15	Renewed
VANGUARD RECORDS and Design	Japan	2000-000079	4494009	9	Registered
VANGUARD RECORDS and Design	Korea	40-1999-0049111	40-0499183-0000	9	Renewed
VANGUARD and Horse and Rider Design	Korea	40-1991-0001274	40-0271555-0000	9	Renewed
VANGUARD RECORDS and Design	Malaysia	00000089	00000089	9	Renewed
VANGUARD and Horse and Rider Design	Malaysia	88000776	88000776	9	Renewed
VANGUARD	New Zealand	57215	57215	9	Renewed
VANGUARD and Horse and Rider Design	New Zealand	177593	177593	9	Renewed
VANGUARD RECORDS and Design	Singapore	T0000054D	T0000054D	9	Renewed
VANGUARD and Horse and Rider Design	Singapore	T8800769H	T8800769H	9	Renewed
VANGUARD RECORDS and Design	Switzerland	11714/1999	473498	9	Renewed
VANGUARD and Horse and Rider Design	Switzerland	01996/1988	361887	9	Renewed
VANGUARD and Horse and Rider Design	Taiwan	077007029	00412763	9	Renewed
VANGUARD and Horse and Rider Design	Thailand	351259	97194	9	Renewed
STAND BY YOUR MAN	United Kingdom	UK00002189685	UK00002189685	9, 16, 25, 41	Renewed
VANGUARD	United Kingdom	UK00000746120	UK00000746120	9	Renewed
Horse and Rider Design	United Kingdom	UK00001341442	UK00001341442	9	Renewed
FEARLESS RECORDS	United States	77/333,605	3,578,664	9, 35	Registered

PUNK GOES	United States	86/371,248	4,730,797	9	Registered
WIND-UP	United States	76/623,307	3,026,212	9	Renewed
WIND-UP	United States	76/623,306	3,052,713	41	Renewed
WIND-UP	United States	75/230,779	2,202,060	9, 41	Renewed
WIND-UP	United States	76/623,308	3,598,868	41	Registered
WIND-UP	United States	76/623,305	3,627,360	9	Renewed
ALCHEMY COPYRIGHTS	United States	86/434,550	4,839,810	35, 41	Registered
BICYCLE MUSIC COMPANY	United States	77/191,121	3,408,311	41	Renewed
THE BICYCLE MUSIC COMPANY	United States	86/190,846	4,937,271	35	Registered
THE BICYCLE MUSIC COMPANY	United States	86/192,115	4,937,272	41	Registered
THE BICYCLE MUSIC COMPANY	United States	86/186,800	4,937,263	9	Registered
Horse and Rider Design	United States	72/278,924	867,913	9	Renewed
Horse and Rider Design	United States	73/730,491	1,529,454	9	Renewed
VANGUARD	United States	72/276,969	855,566	9	Renewed
VANGUARD	United States	73/730,492	1,529,455	9	Renewed
VANGUARD RECORDS and Design	United States	75/867,615	2,520,986	9	Renewed
SUGAR HILL and Design	United States	74/673,878	1,971,340	9	Renewed
BILLIE HOLIDAY	United States	86/730,052		16	Pending
BILLIE HOLIDAY	United States	86/730,056		25	Pending
BILLIE HOLIDAY	United States	86/730,062		41	Pending
BILLIE HOLIDAY	United States	86/744,665	4,981,938	9	Registered
LADY DAY	United States	86/730,088		41	Pending
LADY DAY	United States	86/730,082		25	Pending
LADY DAY	United States	86/730,078		16	Pending
LADY DAY	United States	86/744,666	4,981,939	9	Registered
TELEVISION'S GREATEST HITS	United States	75/212,367	2,190,340	9	Renewed
TELEVISION'S GREATEST HITS and Design	United States	75/212,366	2,190,339	9	Renewed
TAMMY WYNETTE	United States	86/723,244	5,052,599	9, 16, 25, 41	Registered
THE FIRST LADY OF COUNTRY MUSIC	United States	88/140,309			Pending
STAND BY YOUR MAN	United States	88/140,320			Pending
CRAFT RECORDINGS	United States	87/165,325	5,303,100	9	Registered
CRAFT RECORDINGS	United States	87/165,329		25	Pending
CRAFT RECORDINGS Logo	United States	87/370,935	5,434,598	9	Registered
CRAFT RECORDINGS Logo	United States	87/370,946		25	Pending