

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM516356

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Equibrand Entertainment Group, L.P.		03/18/2019	Limited Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	Cruz Bay Publishing, Inc.		
Street Address:	5720 Flatiron Parkway		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	4940599	SUPERLOOPER MAGAZINE	
Registration Number:	4945002	UNITED STATES TEAM ROPING CHAMPIONSHIPS	
Registration Number:	4945001	USTRC	
Registration Number:	1896139	UNITED STATES TEAM ROPING CHAMPIONSHIPS	
Registration Number:	2344368	UNITED STATES TEAM ROPING CHAMPIONSHIPS	
Registration Number:	4005663	USTRC	
Registration Number:	1844812	USTRC	
Registration Number:	2344367	USTRC	
CORRESPONDENCE DATA			
Fax Number:	8446706009		
<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:	512-770-4223		
Email:	dwtrademarks@dickinsonwright.com		
Correspondent Name:	Alison D. Frey		
Address Line 1:	1825 Eye Street NW, Suite 900		
Address Line 4:	Washington, D.C. 20006		
NAME OF SUBMITTER:	Virginia Powell		
SIGNATURE:	/Virginia Powell/		

OP \$215.00 4940599

DATE SIGNED:	03/28/2019
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Total Attachments: 4
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TRADEMARK ASSIGNMENT

WHEREAS, Equibrand Entertainment Group, L.P., a Delaware limited partnership ("Assignor"), is the owner of and has adopted and used the trademarks listed on Schedule A hereto (such marks being the "Trademarks"); and

WHEREAS, Cruz Bay Publishing, Inc., a Delaware corporation, with offices at 5720 Flatiron Parkway, Boulder, Colorado 80301 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Trademarks, in the United States of America and all other countries and jurisdictions of the world, as well as all associated goodwill, as successor to the business of the Assignor to which the Trademarks relate.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee all of Assignor's right, title and interest in the Trademarks, together with the goodwill of the business associated with the Trademarks.

Executed on March 18, 2019, and effective as of June 30, 2017.

EQUIBRAND ENTERTAINMENT GROUP, L.P.

By: Equibrand Entertainment Inc.
Its: General Partner

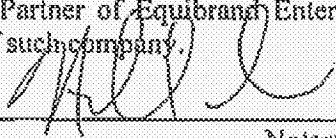
By: Edward Pinder
Name: Edward Pinder
Its: CFO

[ACKNOWLEDGEMENT PAGE FOLLOWS]

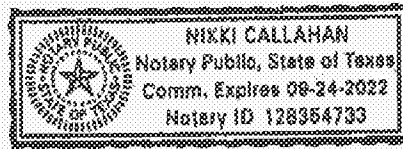
ACKNOWLEDGEMENT

State of Texas)
City/County of Hood)

The foregoing instrument was acknowledged before me, the undersigned Notary Public, in my jurisdiction aforesaid, this 18th day of March, 2019, by Edward Pinder, who is personally known to me (or satisfactorily proven) and who voluntarily acknowledged this instrument as CFO of Equibrand Entertainment Inc., a Delaware corporation, as the General Partner of Equibrand Entertainment Group, L.P., a Delaware limited partnership, on behalf of such company.






_____, Notary Public
Notary registration number: 12-8354733
My commission expires: 9-24-22



SCHEDULE A

REGISTRATIONS

Registered Owner	Jurisdiction	Mark	Registration Date	Registration Number/Serial Number
Equibrand Entertainment Group L.P.	United States	SUPERLOOPER MAGAZINE	April 19, 2016	RN: 4940599 SN: 86698428
Equibrand Entertainment Group L.P.	United States	UNITED STATES TEAM ROPING CHAMPIONSHIPS	April 26, 2016	RN: 4945002 SN: 86703862
Equibrand Entertainment Group L.P.	United States	USTRC and Design 	April 26, 2016	RN: 4945001 SN: 86703856
Equibrand Entertainment Group L.P.	United States	UNITED STATES TEAM ROPING CHAMPIONSHIPS and Design 	Renewed May 30, 2005	RN: 1896139 SN: 74352135
Equibrand Entertainment Group L.P.	United States	UNITED STATES TEAM ROPING CHAMPIONSHIPS and Design 	Renewed April 25, 2010	RN: 2344368 SN: 75380248
Equibrand Entertainment Group L.P.	United States	USTRC	November 15, 2016	RN: 4005663 SN: 85200426
Equibrand Entertainment Group L.P.	United States	USTRC	Renewed July 12, 2014	RN: 1844812 SN: 74421686

Registered Owner	Jurisdiction	Mark	Registration Date	Registration Number / Serial Number
Equibrand Entertainment Group L.P.	United States	USTRC	Renewed April 25, 2010	RN: 2344367 SN: 75380247