

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM541106

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment of Portion of the Mark		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cinch Rodeo LLC		09/16/2019	Limited Liability Company: COLORADO
RECEIVING PARTY DATA			
Name:	Miller Brands LLC		
Street Address:	Quantum Metro Center		
Internal Address:	120 Chardon Avenue, Apt. 2401 S.		
City:	San Juan		
State/Country:	PUERTO RICO		
Postal Code:	00918		
Entity Type:	Limited Liability Company: PUERTO RICO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87895399	CINCH WORLD'S TOUGHEST RODEO	
CORRESPONDENCE DATA			
Fax Number:	3038630223		
<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:	3038632972		
Email:	sstavish@sheridanross.com		
Correspondent Name:	Sabrina C Stavish		
Address Line 1:	1560 Broadway, Suite 1200		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	6746CR-1		
NAME OF SUBMITTER:	Sabrina Stavish		
SIGNATURE:	/Sabrina Stavish/		
DATE SIGNED:	09/17/2019		
Total Attachments: 1			
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ASSIGNMENT

THIS IS AN ASSIGNMENT (the "Assignment") by Cinch Rodeo LLC, a Colorado limited liability company with an address at 8500 Zuni Street, Denver, Colorado 80202 ("Assignor") to Miller Brands LLC, a Puerto Rico limited liability company with an address at Quantum Metro Center, 120 Chardon Avenue, Apt. 2401 S., San Juan, Puerto Rico 00918 ("Assignee").

WHEREAS, Assignor is the owner of the mark "CINCH WORLD'S TOUGHEST RODEO" (the "Mark") and U.S. Application Serial No. 87/895,399 in Class 25 for the Mark;

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the "CINCH" portion of the Mark (the "CINCH Mark") and the goodwill of the business symbolized by the CINCH Mark;

WHEREAS, as a result of the Assignment of the CINCH Mark to Assignee, U.S. Application Serial No. 87/895,399 will be jointly owned by Assignor and Assignee, with Assignor owning rights in "WORLD'S TOUGHEST RODEO" and Assignee owning rights in "CINCH";

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the CINCH Mark and the portion of U.S. Application Serial No. 87/895,399 related thereto, together with the goodwill of the business symbolized by the CINCH Mark and the portion of Assignor's business to which the CINCH Mark pertains.

This Assignment shall be binding on and inure to the benefit of the parties hereto and their respective successors and assigns.

IN WITNESS THEREOF, by the signature hereto, Assignor has executed this Assignment.

CINCH RODEO LLC

By: 

Its: PRESIDENT & CEO

Date: 9-16-2019