

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM549651

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|---|--|-----------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Competitor Group, Inc. | | 10/12/2017 | Corporation: |
| RECEIVING PARTY DATA | | | |
| Name: | Pocket Outdoor Media, LLC | | |
| Street Address: | 3002 Sterling Cir | | |
| Internal Address: | STE 100 | | |
| City: | Boulder | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80301 | | |
| Entity Type: | Limited Liability Company: COLORADO | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4580452 | VELO | |
| Registration Number: | 2710364 | VELO | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3037867691 | | |
| <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: | 3037867687 | | |
| Email: | mail@db-iplaw.com | | |
| Correspondent Name: | Duft & Bornsen, PC | | |
| Address Line 1: | 1319 W Baseline Rd | | |
| Address Line 2: | Suite 100A | | |
| Address Line 4: | Lafayette, COLORADO 80026 | | |
| NAME OF SUBMITTER: | Devin Lee Looijen | | |
| SIGNATURE: | /Devin Lee Looijen/ | | |
| DATE SIGNED: | 11/15/2019 | | |
| Total Attachments: 9 | | | |
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective this 12th day of October, 2017, by and between Competitor Group, Inc., a corporation organized and existing under the laws of Delaware, and having a usual place of business at 6420 Sequence Dr., San Diego, CA 92121 ("Assignor") and Pocket Outdoor Media, LLC, a limited liability company organized and existing under the laws of Colorado, and having a usual place of business at 3002 Sterling Circle, Suite 100, Boulder, CO 80301 ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademarks, service marks and trade names set forth on Exhibit A attached hereto and incorporated herein by reference (the "Marks");

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of the date hereof (the "Purchase Agreement"), pursuant to which Assignor transferred, sold and conveyed to Assignee certain of the assets of Assignor, including the Marks and the goodwill of the business symbolized thereby;

WHEREAS, Assignor now wishes to assign the Marks to Assignee, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby; and

WHEREAS, the execution and delivery of this Assignment is a condition to Closing under the Purchase Agreement.

NOW, THEREFORE, in consideration of the premises set forth above and in the Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor does hereby assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, Assignor's entire right, title and interest in and to the Marks (including any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

Assignor does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, assigns or legal representatives in accordance with the terms of this instrument.

Assignee and Assignor also agree that multiple copies of this Assignment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon Assignee and Assignor.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

ASSIGNOR:

COMPETITOR GROUP, INC.



By: _____

Name: Andrew Messick

Title: President

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the date first written above.

ASSIGNEE:

POCKET OUTDOOR MEDIA, LLC

By: Felix A. Magowan
Name: Felix H. Magowan
Title: CEO

Signature Page to Notice of Trademark Assignment

Exhibit A


Marks

| MARK | COUNTRY | APPLICATION/ REGISTRATION NO. | | GOODS/SERVICES | HISTORY AND STATUS |
|--|---------------|--|----------------|--|---|
| TRIATHLEATS | United States | Application 85532102 Registration 4239480 | No. No. | Class 16: Printed publications, namely, magazines and newsletters featuring nutritional and cooking information, recipes, and chef profiles | Filed Feb-02-2012 Registered Nov-06-2012 |
| TRIATHLEATS (Child) | United States | Application 85977659 Registration 4292498 | No. No. | Class 41: Providing online non-downloadable electronic publications in the nature of magazines and newsletters featuring nutritional and cooking information, recipes, and chef profiles First Use: Mar-31-2011 / First Use in Commerce: Mar-31-2011 | Filed Feb-02-2012 Registered Feb-19-2013 |
| TRIATHLEATS (Parent) | United States | Application 85532075 Registration 4251806 | No. No. | Class 09: Electronic publications, namely, magazines and newsletters featuring nutritional and cooking information, recipes, and chef profiles recorded on computer media; downloadable electronic publications in the nature of magazines and newsletters featuring nutritional and cooking information, recipes, and chef profiles Class 41: Providing online non-downloadable electronic publications in the nature of magazines and newsletters featuring nutritional and cooking information, recipes, and chef profiles | Filed Feb-02-2012 Registered Nov-27-2012 |
| TRIATHLETE (Stylized) Triathlete | United States | Application 75688590 Registration 2418749 | No. No. | Class 16: Sports magazines First Use: May-31-1983 / First Use in Commerce: May-31-1983 Class 25: Clothing, namely, hats, shirts, socks and jackets First Use: Sep-30-1985 / First Use in Commerce: Sep-30-1985 | Filed Apr-21-1999 Registered Jan-09-2001 |
| TRIATHLETE (Stylized) Triathlete | United States | Application 75978885 Registration 2377816 | No. No. | Class 36: Credit card services First Use: Jul-02-1999 / First Use in Commerce: Jul-02-1999 | Filed Apr-21-1999 Registered Aug-15-2000 |
| TRIATHLETE (Stylized) Triathlete | United States | Application 76124386 Registration 2623222 | No. No. | Class 41: Online information services, namely, providing information to others regarding sports and sports events via a website on a global computer network First Use: Apr-30-1996 / First Use in Commerce: Apr-30-1996 | Filed Sep-08-2000 Registered Sep-24-2002 |

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|---|---------------|-------------------------------------|-----|--|---------------------------|
| VELO | United States | Application 85370453 | No. | Class 09: downloadable electronic publications in the nature of magazines featuring news and information in the field of sports | Filed Jul-13-2011 |
| | | Registration 4200219 | No. | | Registered Aug-28-2012 |
| VELO | United States | Application 85370464 | No. | Class 16: magazines in the field of sports | Filed Jul-13-2011 |
| | | Registration 4200220 | No. | | Registered Aug-28-2012 |
| VELO | United States | Application 85370467 | No. | Class 25: Clothing, namely, shirts, t-shirts, sweatshirts, shorts, headwear, namely, hats, caps and visors First Use: Aug-31-2011 / First Use in Commerce: Aug-31-2011 | Filed Jul-13-2011 |
| | | Registration 4580452 | No. | | Registered Aug-05-2014 |
| VELO | United States | Application 75913656 | No. | Class 35: Mail order and online retail services featuring bicycling-related goods, calendars, diaries, computer monitor screen savers, courier bags, and clothing First Use: Nov-05-1989 / First Use in Commerce: Nov-05-1989 | Filed Feb-09-2000 |
| | | Registration 2710364 | No. | | Registered Apr-29-2003 |
| VELO | United States | Application 85370446 | No. | Class 35: advertising and publicity services, namely, promoting the goods, services, brand identity, commercial information, and news of third parties through sporting events, print, audio, expositions, trade shows, video, digital and on-line media | Filed Jul-13-2011 |
| | | Registration 4313804 | No. | | Registered Apr-02-2013 |
| VELONEWS | United States | Application 73831116 | No. | Class 16: Newspaper concerning competitive cycling First Use: Feb-07-1975 / First Use in Commerce: Feb-07-1975 | Filed Oct-13-1989 |
| | | Registration 1609749 | No. | | Registered Aug-14-1990 |
| VELOPRESS | United States | Application 74736002 | No. | Class 16: Publications, namely calendars, diaries, fiction books, and non-fiction books and manuals relating to sports and health activities First Use: Sep-26-1995 / First Use in Commerce: Sep-26-1995 | Filed Sep-29-1995 |
| | | Registration 2002976 | No. | | Registered Sep-24-1996 |
| VELOSWAP | United States | Application 74523074 | No. | Class 42: Providing facilities for vendors and for individuals to buy and to sell bicycles, bicycle parts, bicycle equipment, and bicycle related goods First Use: Nov-05-1989 / First Use in Commerce: Nov-05-1989 | Filed May-02-1994 |
| | | Registration 1936577 | No. | | Registered Nov-21-1995 |
| WOMEN'S RUNNING | United States | Application 77524871 | No. | Class 16: Magazine featuring women's sports First Use: Aug-29-2008 / First Use in Commerce: Aug-29-2008 | Filed Jul-17-2008 |
| | | Registration 4306885 | No. | | Registered Mar-19-2013 |
| INSIDE TRIATHLON & Design | Australia | Application 762246 | No. | Class 16: Printed matter | Filed May-14-1998 |
|  | | Registration 762246 | No. | | Registered Aug-02-2000 |

| MARK | COUNTRY | APPLICATION/ REGISTRATION NO. | | GOODS/SERVICES | HISTORY AND STATUS |
|--------------------------|----------------|---|----------------|---|---|
| VELONEWS | Australia | Application 850632 Registration 850632 | No. No. | Class 16: Publications in this class, printed matter and periodicals concerning bicycling, competitive bicycling and related activities Class 41: Arranging and conducting of sporting activities related to cycling; entertainment activities involving cycling; education and training services relating to cycling; information services related to cycling activities including such services being provided by a global computer network; publication of texts and other printed material relating to cycling; production of radio and television programs pertaining to cycling; sports camp services pertaining to cycling; production of pre-recorded video and audio tapes pertaining to cycling | Filed Sep-18-2000 Registered Jul-13-2001 |
| VELO | Canada | Application 1559344 Registration TMA861308 | No. No. | Downloadable electronic publications in the nature of newsletters and magazines featuring sports news and information; Magazines and printed publications in the field of sports; Downloadable electronic publications in the nature of magazines featuring sports news and information; Magazines in the field of sports | Filed Jan-11-2012 Registered Sep-26-2013 |
| <u>INSIDE TRIATHLON</u> | European Union | Application 001817766 Registration 001817766 | No. No. | Class 09: Recordings; recorded data; pre-recorded discs, tapes and cassettes; CD-ROMs; magazine content in recorded data form; electronic publications Class 16: Printed matter; printed publications; magazines; journals; calendars; diaries; supplements; guides; guidebooks; books; newspapers; advertising materials; promotional materials Class 38: Telecommunications; communications by computer terminals; electronic mail; message sending; message and information sending via Internet; computer aided transmission of messages and images Class 41: Information services and/or listing of information in the fields of swimming, cycling, running and triathlon; production of recordings, films, records, discs, CDs, tapes and cassettes; publishing and publication services | Filed Aug-21-2000 Registered Aug-20-2002 |
| <u>TRIATHLETE EUROPE</u> | European Union | Application 008533564 Registration 008533564 | No. No. | Class 16: Paper and cardboard (unprocessed, semi-processed or for stationery or printing) and goods made from paper or cardboard, namely table linen, place mats, table covers, table mats, napkins, curtains and blinds, flags, pennants and placards, signs, labels not of textile, cabinets for stationery; drawings; pictures; plans; cardboard articles, printed matter, letters and newsletters, newspapers, journals, magazines, books, manuals, catalogues; posters; printed matter; bookbinding material; photographs; articles of stationery; writing instruments, pens, ball-point pens, pencils, charcoal, pencil lead | Filed Sep-07-2009 Registered May-27-2010 |

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|------|---------|-------------------------------------|--|-----------------------|
| | | | <p>holders, pen cases; paper cutters; rubber erasers; albums; schedules, calendars, tear-off calendars and year books; notebooks, directories, envelopes; desk blotters; postcards; wrapping paper; bags and sachets (envelopes, pouches) and sheets of paper or plastic for packaging</p> <p>Class 35: Advertising; advertising management; publicity agencies; publicity columns preparation; rentals of advertising material; rental of advertising time on all means of communication; on-line advertising on a computer network; advertising by mail order; radio commercials; television advertising; arranging newspaper subscriptions for others; management of computer files; rental of advertising space; statistical information relating to advertising, business and PR; organisation of exhibitions and trade fairs for commercial or advertising purposes; outdoor advertising; publication of publicity texts; collection and systematic ordering of data in a central file; dissemination of advertising matters, direct mail advertising; updating of advertising material; sales promotion (for others); opinion polling; exhibition sites management</p> <p>Class 41: Education; providing of training; entertainment; party planning (entertainment); sporting and cultural activities; publication of books, journals, newspapers, periodicals, letters and newsletters, catalogues, guides and manuals; publication of texts, other than publicity texts; electronic online publication of periodicals and books; organisation of shows (theatrical booking agencies); production of shows; presentation of live performances; television and radio entertainment; film and video tape production; rental of films, video tapes and sound recordings; editing of video tapes, of radio and television programmes; videotaping; providing museum facilities (presentation, exhibitions); organization of sports competitions; arranging of competitions for education or entertainment; arranging and conducting of colloquiums, seminars, conferences and congresses; organization of exhibitions for cultural and educational purposes; amusement parks; holiday camp entertainment services; sports camp services; health club services; education, entertainment and recreation information; rental of sports equipment except vehicles; rental of stadium facilities; timing of sports events; providing sports facilities; arranging and conducting of training workshops; gymnastic instructions; leisure services; news reporters services; photographic reporting; writing screenplays; translation services</p> | |

| MARK | COUNTRY | APPLICATION/ REGISTRATION NO. | GOODS/SERVICES | HISTORY AND STATUS |
|--|----------------|--|---|--|
| <p>TRIATHLETE EUROPE TRIATHLON DUATHLON - MULTI SPORT & Design</p>  | European Union | <p>Application No. 3827482</p> <p>Registration No. 3827482</p> | <p>Class 16: Paper and cardboard (unprocessed, semi-processed or for stationery or printing) and goods made from paper or cardboard, namely table linen, place mats, table covers, table mats, napkins, curtains and blinds, flags, pennants and placards, signs, labels not of textile, cabinets for stationery; advertisement boards; drawings; pictures; plans; cardboard articles, printed matter, letters and newsletters, newspapers, journals, magazines, books, manuals, catalogues; posters; printed matter; bookbinding material; photographs; articles of stationery; writing instruments, pens, ball-point pens, pencils, charcoal, pencil lead holders, pen cases; paper cutters; rubber erasers; albums; schedules, calendars, tear-off calendars and year books; notebooks, directories, envelopes; desk blotters; postcards; wrapping paper; bags and sachets (envelopes, pouches) and sheets of paper or plastics for packaging</p> <p>Class 35: Advertising; advertising management; publicity agencies; publicity columns preparation; rental of advertising material; rental of advertising time on all means of communication; on-line advertising on a computer network; advertising by mail order; radio commercials; television advertising; arranging newspaper subscriptions for others; management of computer files; rental of advertising space; statistical information; organisation of exhibitions and trade fairs for commercial or advertising purposes; outdoor advertising; publication of publicity texts; collection and systematic ordering of data in a central file; dissemination of advertising matter, direct mail advertising; updating of advertising material; sales promotion (for others); opinion polling; exhibition sites management</p> <p>Class 41: Education; providing of training; entertainment; party planning (entertainment); sporting and cultural activities; publication of books, journals, newspapers, periodicals, letters and newsletters, catalogues, guides and manuals; publication of texts, other than publicity texts; electronic online publication of periodicals and books; organisation of shows (theatrical booking agencies); production of shows; presentation of live performances; television and radio entertainment; film and video tape production; rental of films, video tapes and sound recordings; editing of video tapes, of radio and television programmes; videotaping; providing museum facilities (presentation, exhibitions); organization of sports competitions; arranging of competitions for education or entertainment; arranging and conducting of colloquiums, seminars, conferences and congresses; organization of exhibitions for cultural and educational</p> | <p>Filed May-19-2004</p> <p>Registered Aug-29-2005</p> |

| MARK | COUNTRY | APPLICATION/ REGISTRATION NO. | GOODS/SERVICES | HISTORY AND STATUS |
|-----------------|----------------|--|--|--|
| | | | <p>purposes; amusement parks; holiday camp entertainment services; sports camp services; health club services; education, entertainment and recreation information; rental of sports equipment except vehicles; rental of stadium facilities; timing of sports events; providing sports facilities; arranging and conducting of training workshops; gymnastic instruction; leisure services; news reporters services; photographic reporting; writing screenplays; translation services</p> | |
| <u>VELONEWS</u> | European Union | <p>Application No. 001816677</p> <p>Registration No. 001816677</p> | <p>Class 09: Recordings; recorded data; pre-recorded discs, tapes and cassettes; CD-ROMs; magazine content in recorded data form; electronic publications</p> <p>Class 16: Printed matter; printed publications; magazines; journals; calendars; diaries; supplements; guides; guidebooks; books; newspapers; advertising materials; promotional materials</p> <p>Class 38: Telecommunications; communications by computer terminals; electronic mail; message sending; message and information sending via Internet; computer aided transmission of messages and images</p> <p>Class 41: Information services and/or listing of information relating to education, events, recreation, leisure, sport, holidays, competitions and contests; organizing, producing or conducting events, competitions, contests, shows, exhibitions and performances; production of recordings, films, records, discs, CDs, tapes and cassettes; publishing and publication services</p> | <p>Filed Aug-21-2000</p> <p>Registered Oct-31-2001</p> |