

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM618816

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cruz Bay Publishing, Inc.		12/28/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Equine Network, LLC		
Street Address:	5710 Flatiron Parkway		
Internal Address:	Suite A		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 26			
Property Type	Number	Word Mark	
Registration Number:	5143752	A HOME FOR EVERY HORSE	
Registration Number:	3286181	AMERICAN COWBOY	
Registration Number:	5124454	EQUIMANAGEMENT BUSINESS SOLUTIONS FOR EQ	
Registration Number:	5208833	EQUINE COMEBACK CHALLENGE	
Registration Number:	2169554	EQUINE NETWORK	
Registration Number:	5122680	EQUINE.COM	
Registration Number:	1988480	EQUUS	
Registration Number:	1991191	EQUUS	
Registration Number:	5185273	HOPE IN THE SADDLE	
Registration Number:	1518894	HORSE & RIDER	
Registration Number:	5122742	PRACTICAL HORSEMAN	
Registration Number:	5158279	STABLE MANAGEMENT	
Registration Number:	3188339	THE TRAIL RIDER	
Registration Number:	4945002	UNITED STATES TEAM ROPING CHAMPIONSHIPS	
Registration Number:	1844812	USTRC	
Registration Number:	2344368	UNITED STATES TEAM ROPING CHAMPIONSHIPS	
Registration Number:	4005663	USTRC	
Registration Number:	4945001	USTRC	

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Property Type	Number	Word Mark
Registration Number:	4940599	SUPERLOOPER MAGAZINE
Registration Number:	2344367	USTRC
Serial Number:	88365998	EQUUS PRIME
Serial Number:	90244242	WORLD SERIES OF TEAM ROPING
Serial Number:	90244234	WORLD SERIES OF TEAM ROPING FINALE
Serial Number:	90349974	US RIDER EQUESTRIAN MOTOR PLAN
Serial Number:	90349965	USRIDER
Serial Number:	90369323	DRESSAGE TODAY ONDEMAND

CORRESPONDENCE DATA

Fax Number: 2124808421

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: 2125741200

Email: trademarks@sewkis.com

Correspondent Name: Beth H. Alter/Seward & Kissel LLP

Address Line 1: One Battery Park Plaza

Address Line 4: New York, NEW YORK 10004

NAME OF SUBMITTER:	Beth H. Alter
SIGNATURE:	/Beth H. Alter/
DATE SIGNED:	01/06/2021

Total Attachments: 4

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Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "CRUZ BAY PUBLISHING, INC." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "CRUZ BAY PUBLISHING, INC." TO "EQUINE NETWORK, LLC", FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF DECEMBER, A.D. 2020, AT 12:11 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

3701960 8100V
SR# 20208764730

You may verify this certificate online at corp.delaware.gov/authver.shtml


Authentication: 204428645
Date: 12-28-20

TRADEMARK
REEL: 007157 FRAME: 0304

STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY PURSUANT TO
SECTION 18-214 OF THE LIMITED LIABILITY ACT

- 1.) The jurisdiction where the Corporation first formed is Delaware.
- 2.) The jurisdiction immediately prior to filing this Certificate is Delaware.
- 3.) The date the corporation first formed is September 10, 2003.
- 4.) The name of the Corporation immediately prior to filing this Certificate is Cruz Bay Publishing, Inc.
- 5.) The name of the Limited Liability Company as set forth in the Certificate of Formation is Equine Network, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the
28th day of December, A.D. 2020.

By: 
Authorized Person

Name: Brian Sellstrom
Print or Type

Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "EQUINE NETWORK, LLC" FILED IN THIS OFFICE ON THE TWENTY-EIGHTH DAY OF DECEMBER, A.D. 2020, AT 12:11 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

3701960 8100V
SR# 20208764730

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 204428645
Date: 12-28-20

TRADEMARK
REEL: 007157 FRAME: 0306

CERTIFICATE OF FORMATION

OF

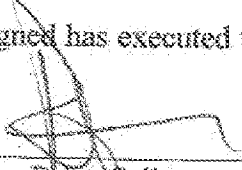
EQUINE NETWORK, LLC

This Certificate of Formation of Equine Network, LLC (the "LLC"), dated as of December 28, 2020, has been duly executed and is being filed by Brian Sellstrom, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act (6 Del.C. § 18-101, *et seq.*).

FIRST. The name of the limited liability company formed hereby is Equine Network, LLC.

SECOND. The address of the limited liability company's registered office in the State of Delaware is Corporation Trust Center, 1209 Orange Street, in the City of Wilmington, County of New Castle, Delaware 19801. The name of the registered agent at such address is The Corporation Trust Company.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the date first above written.


By: Brian Sellstrom, Authorized Person