

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM654610

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ride Television Network, Inc.		06/04/2021	Corporation: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Global West Entertainment, LLC		
<b>Street Address:</b>	2001 Beach Street, Suite 201		
<b>City:</b>	Fort Worth		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	76103		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6071310	RODEO WEEK	
<b>Registration Number:</b>	6121746	RODEO WEEK	
<b>Registration Number:</b>	5669433	RIDE TV	
<b>Registration Number:</b>	5669434	RIDE TV	
<b>Serial Number:</b>	88705912	8 SECOND LEGENDS	
<b>Serial Number:</b>	88705918	3 WAY VACAY	
<b>Serial Number:</b>	88705923	TRIBE OF THE HORSE	
<b>Serial Number:</b>	88672582	BLONDE AMBITION	
<b>Serial Number:</b>	88637655	WORLD SERIES OF RODEO	
<b>Serial Number:</b>	88619282		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2155683439		
<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>			
<b>Phone:</b>	215.564.2727		
<b>Email:</b>	bhipdocket@bakerlaw.com		
<b>Correspondent Name:</b>	Kevin M. Bovard		
<b>Address Line 1:</b>	2929 Arch Street		
<b>Address Line 2:</b>	Cira Centre, 12th Floor		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19104-2891		

CH \$265.00 6071310

<b>NAME OF SUBMITTER:</b>	Kevin M. Bovard
<b>SIGNATURE:</b>	/Kevin M. Bovard/
<b>DATE SIGNED:</b>	06/17/2021
<b>Total Attachments: 5</b> source=122505555555RideGlobalWestTrademark AssignmentExecuted6421#page1.tif source=122505555555RideGlobalWestTrademark AssignmentExecuted6421#page2.tif source=122505555555RideGlobalWestTrademark AssignmentExecuted6421#page3.tif source=122505555555RideGlobalWestTrademark AssignmentExecuted6421#page4.tif source=122505555555RideGlobalWestTrademark AssignmentExecuted6421#page5.tif	

**TRADEMARK ASSIGNMENT AGREEMENT**

This Trademark Assignment Agreement ("Trademark Assignment"), dated as of June 4, 2021 is made by Ride Television Network, Inc., a Texas corporation ("Assignor"), in favor of Global West Entertainment, LLC ("Assignee"), a Delaware limited liability company.

WHEREAS, Assignor and GAC Media, LLC, a Delaware limited liability company, are entering into that certain Purchase Agreement immediately following the execution of this Agreement (the "Ride Purchase Agreement"); and

WHEREAS, in connection with the Ride Purchase Agreement, Assignor has agreed to convey, transfer, and assign to Assignee certain intellectual property of Assignor, and have agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office and corresponding entities or agencies in any applicable jurisdictions.

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following (the "Assigned Trademarks"):

(a) the trademark registrations and applications set forth on Schedule A hereto and all issuances, extensions, and renewals thereof (the "Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action, with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Patents and the Commissioner for Trademarks in the United States Patent and Trademark Office, and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, upon Assignee's reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto.

3. Counterparts. This Trademark Assignment may be executed in one or more counterparts, each of which shall constitute an original but all of which, taken together, shall constitute a single agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of

electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

4. Successors and Assigns. This Trademark Assignment shall be binding upon, and shall inure to the benefit of, and shall be enforceable by, the parties hereto and their respective successors and permitted assigns.

5. Notices. All notices or other communications or deliveries provided for under this Trademark Agreement shall be given as provided in Section 9.1 of the Ride Purchase Agreement; *provided*, that for purposes of this Section 5, the Company (as defined in the Ride Purchase Agreement) shall be deemed to include the Assignee.

6. Governing Law. THIS TRADEMARK AGREEMENT, AND ANY INSTRUMENT OR AGREEMENT REQUIRED HEREUNDER (TO THE EXTENT NOT OTHERWISE EXPRESSLY PROVIDED FOR THEREIN), SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK, APPLICABLE TO CONTRACTS PERFORMED IN THAT STATE WITHOUT REGARD TO PRINCIPLES OF CONFLICTS OF LAW. THE PARTIES HEREBY IRREVOCABLY SUBMIT TO THE EXCLUSIVE JURISDICTION OF ANY STATE OR FEDERAL COURT IN DALLAS COUNTY, TEXAS WITH RESPECT TO ANY ACTION ARISING OUT OF OR RELATING TO THIS AGREEMENT.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of the date first above written.

RIDE TELEVISION NETWORK, INC.

By: 

Name: Michael Fletcher

Title: Chief Executive Officer

AGREED TO AND ACCEPTED:

GLOBAL WEST ENTERTAINMENT, LLC

By: Ride Television Network, Inc.

Its sole member

By: 

Name: Michael Fletcher

Title: Chief Executive Officer

**Schedule A**  
**Assigned Trademarks**

		United States		International	
Mark	Appl. No.	Reg. No.	Jurisdiction	Owner	
8 SECOND LEGENDS	88705912	--	U.S.	Ride Television Network, Inc.	
3 WAY VACAY	88705918	--	U.S.	Ride Television Network, Inc.	
TRIBE OF THE HORSE	88705923	--	U.S.	Ride Television Network, Inc.	
BLONDE AMBITTON	88672582	--	U.S.	Ride Television Network, Inc.	
WORLD SERIES OF RODEO	88637655	--	U.S.	Ride Television Network, Inc.	
RODEO WARRIORS	88619282	--	U.S.	Ride Television Network, Inc.	
RODEO WEEK	88235255	6071310	U.S.	Ride Television Network, Inc.	
<b>RODEO WEEK</b>	88235071	6121746	U.S.	Ride Television Network, Inc.	
RIDE TV	87949569	5669433	U.S.	Ride Television Network, Inc.	
<b>RIDE TV</b>	87949579	5669434	U.S.	Ride Television Network, Inc.	
International					
Mark	Appl. No.	Reg. No.	Jurisdiction	Owner	
RODEO WEEK	1971683	--	Canada	Ride Television Network, Inc.	
<b>RODEO WEEK</b>	1971682	--	Canada	Ride Television Network, Inc.	
RIDE TVGO	1844867	TMA1021964	Canada	Ride Television Network, Inc.	

Mark	Appl. No.	Reg. No.	Jurisdiction	
RIDE TV.COM	1844868	TMAI021965	Canada	Ride Television Network, Inc.
RIDETVGO	1922212	1814297	Mexico	Ride Television Network, Inc.
RIDETVGO	1922213	1814298	Mexico	Ride Television Network, Inc.
RIDE TV.COM	1922211	1814296	Mexico	Ride Television Network, Inc.
<b>RODDEO WEEK</b>	1803978	1803978	EU	Ride Television Network, Inc.
RIDE TV	16797409	16797409	EU	Ride Television Network, Inc.
RIDETVGO	16797417	16797417	EU	Ride Television Network, Inc.
RODEO WEEK	3407917	3407917	UK	Ride Television Network, Inc.
<b>RODDEO WEEK</b>	3407916	3407916	UK	Ride Television Network, Inc.
RIDE TV	UK00916797409	UK00916797409	UK	Ride Television Network, Inc.
RIDETVGO	UK00916797417	UK00916797417	UK	Ride Television Network, Inc.
RIDE TV.COM	2017-52490	SENADI/2018/TI/8967	Ecuador	Ride Television Network, Inc.
RIDETVGO	2017-52495	SENADI/2018/TI/9975	Ecuador	Ride Television Network, Inc.
RIDETVGO	2017-52501	SENADI/2019/TI/2398	Ecuador	Ride Television Network, Inc.