

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM694762

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
THE RUNNING SPECIALTY GROUP, LLC		12/14/2021	Limited Liability Company: INDIANA
THE RUNNING SPECIALTY GROUP ACQUISITIONS 1, LLC		12/14/2021	Limited Liability Company: INDIANA

RECEIVING PARTY DATA

Name:	J STREET 1976, LLC
Street Address:	310 East Main Street, Suite 200
Internal Address:	c/o Fleet Feet Sports, LLC
City:	Carrboro
State/Country:	NORTH CAROLINA
Postal Code:	27510
Entity Type:	Limited Liability Company: NORTH CAROLINA

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Registration Number:	4865344	BOULDER RUNNING COMPANY
Registration Number:	4865345	BOULDER RUNNING COMPANY
Registration Number:	2524832	RUNNING SPOT
Registration Number:	4816273	RUNNING FIT
Registration Number:	5020289	RUN REWARDS
Registration Number:	4816272	RUNNING FIT
Registration Number:	4505362	WHERE FIT HAPPENS
Registration Number:	4760655	RUN COLORADO
Registration Number:	4760654	RUN COLORADO
Registration Number:	3753421	GREATER BOSTON RUNNING COMPANY
Registration Number:	4521400	RUN TEXAS
Registration Number:	3747992	TEXAS RUNNING COMPANY
Registration Number:	3563360	PRINCETON RUNNING COMPANY
Registration Number:	5556098	
Registration Number:	5556099	

OP \$615.00 4865344

Property Type	Number	Word Mark
Registration Number:	5753502	RUN BOULDER
Registration Number:	4278906	RUN ON!
Registration Number:	4243481	CAPITAL RUNWALK
Registration Number:	4233255	NEW YORK RUNNING COMPANY
Registration Number:	2928811	I RUN THIS TOWN
Registration Number:	4416687	JACKRABBIT
Registration Number:	5481811	JACKRABBIT.COM
Registration Number:	5418839	
Registration Number:	5418837	

CORRESPONDENCE DATA

Fax Number: 9197814865

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: 919.882.7143

Email: ip@wyrick.com

Correspondent Name: Devon E. White

Address Line 1: 4101 Lake Boone Trail, Suite 300

Address Line 4: Raleigh, NORTH CAROLINA 27607

NAME OF SUBMITTER:	Devon E White
SIGNATURE:	/dew/
DATE SIGNED:	12/14/2021

Total Attachments: 4

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**ASSIGNMENT OF TRADEMARKS AND
ACCOMPANYING REGISTRATIONS AND GOODWILL**

December 14, 2021

Effective as of the date set forth above (the “**Effective Date**”), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, THE RUNNING SPECIALTY GROUP, LLC, an Indiana limited liability company having an address of 231 Milwaukee Street, Suite 200, Denver, Colorado 80206 (“**RSG**”), and THE RUNNING SPECIALTY GROUP ACQUISITIONS 1, LLC, an Indiana limited liability company having an address of 231 Milwaukee Street, Suite 200, Denver, Colorado 80206 (collectively with RSG, “**Assignors**”), do hereby sell, assign, transfer and set over to J STREET 1976, LLC, a North Carolina limited liability company having an address of c/o Fleet Feet Sports, LLC, 310 East Main Street, Suite 200, Carrboro, North Carolina 27510 (“**Assignee**”), all of Assignors’ worldwide rights, title and interest in and to the trademarks listed on Exhibit A attached hereto (collectively, the “**Marks**”) and the applications and registrations therefor, any renewals or extensions of such applications and registrations, and all rights therein and thereto in any country or locality worldwide, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignors if this assignment had not been made.

Assignors agree to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignors’ right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is reasonably necessary and to the extent such evidence is in the possession or control of Assignors. Assignors do further consent to the recordation of this Assignment by Assignee with the United States Patent and Trademark Office and any equivalent entity in any other jurisdiction.

[SIGNATURE PAGE FOLLOWS]

The parties hereto have executed this Assignment of Trademarks and Accompanying Registrations and Goodwill as of the date first above written.

BUYER:

J STREET 1976, LLC

DocuSigned by:
By: William (Joey) Pointer
Name: William (Joey) Pointer
Title: Chief Executive Officer

SELLERS:

THE RUNNING SPECIALTY GROUP, LLC

By: _____
Name: Brad Holtmeier
Title: VP

THE RUNNING SPECIALTY GROUP
ACQUISITIONS 1, LLC

By: _____
Name: Brad Holtmeier
Title: VP

The parties hereto have executed this Assignment of Trademarks and Accompanying Registrations and Goodwill as of the date first above written.

BUYER:

J STREET 1976, LLC

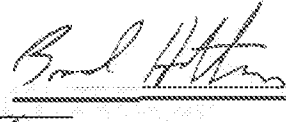
By: _____

Name: William (Joey) Pointer

Title: Chief Executive Officer

SELLERS:

THE RUNNING SPECIALTY GROUP, LLC

By:  _____

Name: Brad Holtmeier

Title: VP

THE RUNNING SPECIALTY GROUP
ACQUISITIONS I, LLC

By:  _____

Name: Brad Holtmeier

Title: VP

Exhibit A

MARK	REGISTRATION NO.	REGISTRATION DATE
"RUNNING SPOT"	2,524,832	01/01/2002
"PRINCETON RUNNING COMPANY"	3,563,360	01/20/2009
"GREATER BOSTON RUNNING COMPANY"	3,753,421	02/23/2010
"TEXAS RUNNING COMPANY"	3,747,992	02/09/2010
"I RUN THIS TOWN"	2,928,811	03/01/2005
"JACKRABBIT"	4,416,687	10/15/2013
"CAPITAL RUNWALK"	4,243,481	11/13/2012
"NEW YORK RUNNING COMPANY"	4,233,255	10/30/2012
Illustration with words: The stylized phrase "RUN ON!" in red.	4,278,906	01/22/2013
"RUN COLORADO"	4,760,654 (Class 41) 4,760,655 (Class 16)	06/23/2015 06/23/2015
"WHERE FIT HAPPENS"	4,505,362	04/01/2014
"Where Fit Happens."		
"RUN TEXAS"	4,521,400	04/29/2014
"BOULDER RUNNING COMPANY"	4,865,344	12/08/2015
Illustration with words: Three overlapping mountain shapes above the stylized wording "BOULDER RUNNING COMPANY".	4,865,345	12/08/2015
Illustration with words: The stylized word "RUNNING" followed by a stick figure person design followed by the stylized word "FIT", all underlined.	4,816,272	09/22/2015
"RUNNING FIT"	4,816,273	09/22/2015
"RUN REWARDS"	5,020,289	08/16/2016
Illustration without words: Continuous line in the shape of a running rabbit.	5,556,098 (Class 25) 5,418,839 (Class 35 and 41)	09/04/2018 03/06/2018
Illustration without words: Continuous red line in the shape of a running (red) rabbit.	5,418,837 (Class 35 and 41) 5,556,099 (Class 25)	03/06/2018 09/04/2018
Illustration with words: The word "JackRabbit.com" in stylized form.	5,481,811	05/29/2018
"RUN BOULDER"	5,753,502	05/14/2019