

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM707592

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sturgis Motorcycle Rally, Inc.		01/20/2022	Non-Profit Corporation: SOUTH DAKOTA
RECEIVING PARTY DATA			
Name:	First Interstate Bank		
Street Address:	401 N. 31st Street		
Internal Address:	PO Box 30918		
City:	Billings		
State/Country:	MONTANA		
Postal Code:	59116		
Entity Type:	Chartered Bank: MONTANA		
PROPERTY NUMBERS Total: 21			
Property Type	Number	Word Mark	
Registration Number:	5913578	STURGIS BIKE WEEK	
Registration Number:	2070955	STURGIS BIKE WEEK	
Registration Number:	3818703	STURGIS BIKE WEEK	
Registration Number:	3825398	STURGIS BIKE WEEK	
Registration Number:	3838171	STURGIS BIKE WEEK	
Registration Number:	3911270	STURGIS BIKE WEEK	
Registration Number:	3923236	STURGIS BIKE WEEK	
Registration Number:	1948097	BLACK HILLS MOTOR CLASSIC STURGIS RALLY	
Registration Number:	6005493	BLACK HILLS MOTOR CLASSIC STURGIS RALLY&	
Registration Number:	2698677	TAKE THE RIDE TO STURGIS	
Registration Number:	2513621	THE LEGEND LIVES ON	
Registration Number:	4899119	75TH STURGIS MOTORCYCLE RALLY	
Registration Number:	4871446	75TH STURGIS MOTORCYCLE RALLY 1938 2015	
Registration Number:	5074466	2016 76TH STURGIS MOTORCYCLE RALLY EST.	
Registration Number:	5252579	THE LEGEND LIVES ON 77TH EST. 1938 STURG	
Registration Number:	5318376	THE LEGEND LIVES ON 77TH EST. 1938 STURG	
Registration Number:	5470683	EST. 1938 78TH STURGIS MOTORCYCLE RALLY2	
Registration Number:	5777738	79TH STURGIS MOTORCYCLE RALLY 2019 SINCE	
TRADEMARK			

CH \$540.00 5913578

Property Type	Number	Word Mark
Registration Number:	5909457	79TH STURGIS MOTORCYCLE RALLY 2019 SINCE
Registration Number:	6070483	80TH STURGIS BLACK HILLS RALLY 2020 EST.
Registration Number:	5186959	SPIRIT OF STURGIS

CORRESPONDENCE DATA

Fax Number: 6196967124

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: 16196966700

Email: ipdocket@grsm.com

Correspondent Name: Susan B. Meyer

Address Line 1: 101 West Broadway, Suite 2000

Address Line 4: San Diego, CALIFORNIA 92101

ATTORNEY DOCKET NUMBER:	STURGIS
NAME OF SUBMITTER:	Susan B. Meyer
SIGNATURE:	/Susan B. Meyer/
DATE SIGNED:	02/10/2022

Total Attachments: 3

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ASSIGNMENT OF COLLATERAL UPON DEFAULT - TRADEMARKS

WHEREAS, Sturgis Motorcycle Rally, Inc., a South Dakota non-profit corporation, located at 1612 Junction Ave., Suite #3, Sturgis, South Dakota 57785 (hereinafter "Assignor"), is the record owner of all right, title and interest in and to the following mark(s) and the registration thereof (hereinafter the "Marks") and any associated good will, which assets and any value associated therewith are collateral of first priority secured lender First Interstate Bank, of 401 N. 31st Street, PO Box 30918, Billings, MT 59116 (hereinafter "FIB" or "Assignee"):

MARK/REGISTRATION NUMBER

- Sturgis Bike Week (U.S. Reg. Nos. 5913578, 2070955, 3818703, 3825398, 3838171, 3911270 and 3923236), All Roads Lead to Sturgis Bike Week (common law trademark), Girls of Sturgis Bike Week (common law trademark) and Miss Sturgis Bike Week (common law trademark);
- Black Hills Motor Classic Sturgis Rally & Races Black Hills S.D. (also known as the "Monahan Mark") (U.S. Reg. Nos. 1948097 and 6005493);
- Take the Ride to Sturgis (U.S. Reg. No. 2698677);
- The Legend Lives On (U.S. Reg. No. 2513621);
- 75th Sturgis Motorcycle Rally (U.S. Reg. No. 4899119);
- 75th Sturgis Motorcycle Rally 1938-2015 (U.S. Reg. No. 4871446);
- 2016 76th Sturgis Motorcycle Rally Est 1938 (U.S. Reg. No. 5074466);
- The Legend Lives on 77th Est 1938 Sturgis Motorcycle Rally 2017 (U.S. Reg. Nos. 5252579, 5318376);
- Est. 1938 78th Sturgis Motorcycle Rally 2018 (U.S. Reg. Nos. 5470683)
- 79th Sturgis Motorcycle Rally 2019 Since 1938 The Legend Lives On (U.S. Reg. Nos. 5777738 and 5909457);
- 80th Sturgis Black Hills Rally 2020 Est. 1938 The Legend Lives On (U.S. Reg. No. 6070483);
- Spirit of Sturgis (U.S. Reg. No. 5186959)

WHEREAS, Assignor is in default of its loan obligations to FIB, and through a voluntary repossession is surrendering to FIB and FIB is repossessing the Marks including Assignor's entire right, title and interest in and to the Marks and any associated good will;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of its loan obligations to FIB and FIB's lawful right to repossession of its secured collateral, Assignor hereby assigns, transfers and sets over to FIB, as priority lien holder, any right, title and interest in and to the Marks, for the United States and for all foreign countries, including, without limitation, any registrations and applications therefore, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any foreign country (statutory, common law or otherwise), now or hereafter in effect, together with all goodwill associated with any of the foregoing, if any. Assignor has no duty or further duty in relation to carrying out this Assignment, except as specifically stated herein.

All Marks are transferred and assigned "as- is" and there is no warranty by Assignor relating to title, possession, quiet enjoyment, value or the like in any Mark assigned.

Assignor hereby authorizes and requests the Commissioner of Patent and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record FIB as the assignee and owner of the Marks.

Assignor agrees to execute any further documents that may be reasonably needed in the future to record and vest full title in and to the Marks and the registration in Assignee but Assignee is responsible for any required filings with the U.S. Patent and Trademark Office to record the transfer and for any applicable transfer fees. To the extent it is known to them, Assignor agrees to provide any needed passwords or keycodes for the domain names.

This Assignment is dated this 20 day of JANUARY, 2022.

Sturgis Motorcycle Rally, Inc.

By: [Signature]
Dean Kinney, Chairperson

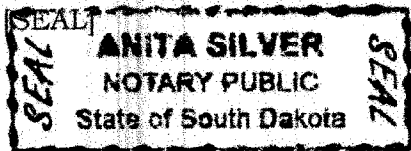
ATTEST:

[Signature]
Karen Simmons, Secretary

ACKNOWLEDGEMENT

STATE OF SOUTH DAKOTA)
) ss.
COUNTY OF Meade)

The foregoing instrument was acknowledged before me this 20th day of January, 2022, before me, a Notary Public in and for the State and County aforesaid, by Dean Kinney, Chairperson, and Karen Simmons, Secretary, of Sturgis Motorcycle Rally, Inc., on behalf of the non-profit corporation.



[Signature]
Notary Public
MY COMMISSION EXPIRES: 3/3/2023

First Interstate Bank, Assignee herein, hereby accepts this Assignment of Collateral Upon Default according to the terms herein.

Dated this 20th day of January, 2022

FIRST INTERSTATE BANK

Mark Kary
By Mark Kary
Its Special Assets Officer