

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM707597

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
First Interstate Bank		01/27/2022	Chartered Bank: MONTANA
RECEIVING PARTY DATA			
Name:	City of Sturgis		
Street Address:	1040 Harley Davidson Way		
City:	Sturgis		
State/Country:	SOUTH DAKOTA		
Postal Code:	57785		
Entity Type:	Municipal Corporation: SOUTH DAKOTA		
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	
Registration Number:	5909457	79TH STURGIS MOTORCYCLE RALLY 2019 SINCE	

CH \$540.00 5913578

Property Type	Number	Word Mark
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 AGREEMENT OF TRADEMARKS

WHEREAS, First Interstate Bank, of 401 N. 31st Street, PO Box 30918, Billings, MT 59116 (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:

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, City of Sturgis of 1040 Harley Davidson Way, Sturgis, SD 57785 (hereinafter "Assignee"), is desirous of acquiring Assignor's entire right, title and interest in and to the Mark and associated good will;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, 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 sold "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 Assignee 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.

Assignee understands and agrees that Assignor has taken possession of the Marks and any good will through voluntary surrender of collateral upon a default by the prior owner and registration changes from that prior assignment are still pending. Assignee agrees to assist and cooperate with Assignor in such registration and will release and hold Assignor harmless for any delays in the registration process.

This Assignment is dated this 27 day of January, 2022.

First Interstate Bank

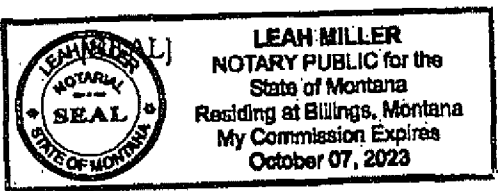
Mark Kary
By: Mark Kary

Its: Special Assets Officer

ACKNOWLEDGEMENT

STATE OF MONTANA)
) ss.
COUNTY OF Yellowstone)

The foregoing instrument was acknowledged before me this 27th day of January, 2022, before me, a Notary Public in and for the State and County aforesaid, by Mark Kary, Officer of First Interstate Bank, who acknowledged that he executed the same for the purposes therein stated on behalf of the bank.



Leah M. Miller
Notary Public
MY COMMISSION EXPIRES: 10/7/2022

Assignee hereby agrees to the terms of this Assignment.

Dated this 31 day of January, 2022

City of Sturgis

 Daniel Ainslie
By Daniel Ainslie
Its City Manager

