

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM745285

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RUGGED EVENTS HOLDING, LLC		08/02/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	VENTURES ENDURANCE EVENTS, LLC		
Street Address:	85 Devonshire Street, 9th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02109		
Entity Type:	Limited Liability Company: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4531034	MILWAUKEE MARATHON	
CORRESPONDENCE DATA			
Fax Number:	2165669711		
<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>			
Phone:	2165669700		
Email:	75628@rankinhill.com		
Correspondent Name:	Randolph E. Digges, III		
Address Line 1:	P.O. Box 1150		
Address Line 4:	Bonita Springs, FLORIDA 34133-1150		
ATTORNEY DOCKET NUMBER:	GAN-46641		
NAME OF SUBMITTER:	Randolph E. Digges, III		
SIGNATURE:	/Randolph E. Digges, III/		
DATE SIGNED:	08/02/2022		
Total Attachments: 2			
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source=Trademark Assignment - MILWAUKEE MARATHON signed#page2.tif			

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of the date indicated next to the signature below from RUGGED EVENTS HOLDING, LLC, a Delaware limited liability company ("ASSIGNOR"), to VENTURES ENDURANCE EVENTS, LLC, a Massachusetts limited liability company having an address of 85 Devonshire Street, 9th Floor, Boston MA 02109 ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademark and trademark registration (the "Mark") identified in Exhibit A attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on or in connection with which the Mark is used; and

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark, together with (1) the goodwill of the business relating to the goods and services in connection with which the Mark is used and for which it is registered: (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark: and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

RUGGED EVENTS HOLDING, LLC

Date: August 2, 2022

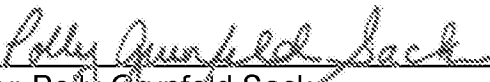

By: Polly Grunfeld Sack
Its: Senior Vice-President and Chief Legal Officer

EXHIBIT A

TRADEMARKS

Mark	U.S. Reg. No.	Filing Date	Reg. Date
MILWAUKEE MARATHON	4,531,034	January 8, 2013	May 13, 2014