

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM745250

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	07/01/2019		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bonnier Corporation		04/07/2022	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cycle City Promotions, LLC		
<b>Street Address:</b>	10711 S. Holley Street		
<b>City:</b>	Jenks		
<b>State/Country:</b>	OKLAHOMA		
<b>Postal Code:</b>	74037		
<b>Entity Type:</b>	Limited Liability Company: OKLAHOMA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3181526	ENDUROCROSS	
<b>Registration Number:</b>	3613908	ENDURO CROSS X	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	321-262-1146		
<b>Email:</b>	skeough@yourtrademarkdefender.com		
<b>Correspondent Name:</b>	Shaun Keough		
<b>Address Line 1:</b>	3505 Lake Lynda Dr., Suite 200		
<b>Address Line 4:</b>	Orlando, FLORIDA 32817		
<b>NAME OF SUBMITTER:</b>	Shaun Keough		
<b>SIGNATURE:</b>	/Shaun Keough/		
<b>DATE SIGNED:</b>	08/02/2022		
<b>Total Attachments: 3</b>			
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OP \$65.00 3181526

NUNC PRO TUNC TRADEMARK ASSIGNMENT AS TO  
ENDUROCROSS TRADEMARKS

WHEREAS, **Bonnier Corporation**, a Delaware Corporation, whose address is 555 Winderley Place, Suite 300, Maitland, FL 32571 (hereinafter referred to as "ASSIGNOR") adopted and was using the ENDUROCROSS trademarks attached hereto as Schedule A (hereinafter referred to as "the Trademarks"), and was the owner of all rights, titles and interests directly or by means of assignment in and to the Trademarks;

WHEREAS, **Cycle City Promotions**, an Oklahoma Limited Company having an address at 10711 S Holley Street, Jenks, Oklahoma 74037 (hereinafter referred to as "ASSIGNEE"), purchased the Trademarks on **July 1, 2019**, including all rights, titles and interests in and to the Trademarks, together with the goodwill of the Trademarks, and in and to all rights under said Trademarks.

NOW, THEREFORE, for good and valuable considerations, the receipt of which is hereby acknowledged, **ASSIGNOR**, on **July 1, 2019** assigned, transferred, conveyed and granted to **ASSIGNEE**, its successors and assigns, any and all rights, titles and interests which it may have in and to the Trademarks, together with the goodwill of the Trademark, thereby including the right to bring or maintain suit at law and equity for past infringements of the Trademark and to retain for the benefit of **ASSIGNEE** all damages or settlements arising from said past infringements.

**ASSIGNOR** authorizes and requests the Director of the United States Patent and Trademark Office and the empowered official of any foreign trademark office to issue all future documents pertaining to the Trademark in the name of the **ASSIGNEE**, its successors and assigns, in accordance with this Assignment.

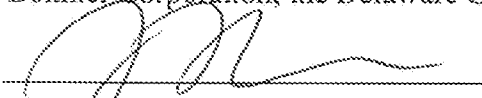
Bonnier Corporation  
Trademark Assignment

**TRADEMARK**  
**REEL: 007809 FRAME: 0415**

ASSIGNOR binds itself, as well as its successors, assigns and legal representatives, to execute and deliver to ASSIGNEE any further documents or instruments and do any and all further acts that may be necessary to vest in ASSIGNEE, its successors and assigns, the title herein conveyed, and to enable such title to be recorded in the United States Patent and Trademark Office and in the corresponding offices of countries foreign to the United States.

SIGNED under seal this 7<sup>th</sup> day of April 2022.

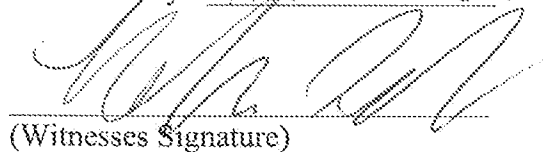
Bonnier Corporation, the Delaware Corporation



By: Jeremy Thompson  
(printed name)

Title: General Counsel

Witnessed by: Rebecka Leduc



(Witnesses Signature)

SCHEDULE A

Mark	Serial #	Owner	Registration Number	Goods & Services
ENDUROCROSS	78/347,300	BONNIER CORPORATION	3,181,526	041 - Entertainment services, namely, conducting motorcycle racing competition
ENDURO CROSS X	78/737,578	BONNIER CORPORATION	3,613,908	016 - [ Decorative stickers for helmets;] event programs; [ magazines featuring motorcycle racing; ] periodicals in the field of motorcycle racing; posters; posters made of paper; souvenir programs concerning motorcycle racing competition stickers 025 - [ Belts; belts; belts made of leather caps; [ gloves; golf shirts;] hats; [ jackets knit shirts; motorcycle gloves; pants;] shirts; [shoes; shorts; sports shirts;] sweat shirts; T-shirts [; tops ] 041 - Entertainment services, namely, arranging and conducting of competition; for motorcycle racing; organizing exhibition for motorcycle racing competitions
ENDUROCROSS (Canada)	1346535		TMA768630	16 - Decorative stickers for helmets; print motorcycle racing event programs; magazines featuring motorcycle racing; periodicals in the field of motorcycle racing; posters; souvenir programs concerning motorcycle racing competitions; stickers; 25 - belts; caps; hats; jackets; motorcycle gloves; pants; shirts; shoes; shorts; sweat shirts; t-shirt tops and jackets 41 - Entertainment services, namely, conducting motorcycle racing competitions