

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM746469

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bonnier Corporation		03/22/2022	Corporation:
RECEIVING PARTY DATA			
Name:	Bonnier LLC		
Street Address:	517 N. Virginia Avenue		
City:	Winter Park		
State/Country:	FLORIDA		
Postal Code:	32789		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 66			
Property Type	Number	Word Mark	
Registration Number:	1039649	CRUISING WORLD	
Registration Number:	1447406	SAILING WORLD	
Registration Number:	1607444	MARLIN	
Registration Number:	1708755	STREET MACHINE NATIONALS	
Registration Number:	1782655	SALT WATER SPORTSMAN	
Registration Number:	1854625	SPORT FISHING THE MAGAZINE OF OFFSHORE F	
Registration Number:	1882124	WATERSKI THE WORLD'S LEADING WATER SKIIN	
Registration Number:	2106613	SAILING WORLD	
Registration Number:	2108538	CRUISING WORLD	
Registration Number:	2172952	NOOD	
Registration Number:	2187572	NOOD	
Registration Number:	2264598	WAKE BOARDING	
Registration Number:	2326200	YACHTING	
Registration Number:	2332751	SALT WATER SPORTSMAN	
Registration Number:	2349151	BOATING LIFE	
Registration Number:	2350988	SPORT FISHING	
Registration Number:	2350989	MARLIN	
Registration Number:	2426256	SALTWATER SPORTSMAN.COM	
Registration Number:	2667536	SALT WATER SPORTSMAN	

CH \$1665.00 1039649

Property Type	Number	Word Mark
Registration Number:	2804923	FISHSTOCK THE TOTAL SALTWATER EXPERIENCE
Registration Number:	3027150	SPORT FISHING THE MAGAZINE OF SALTWATER
Registration Number:	3039693	CARIBBEAN TRAVEL & LIFE
Registration Number:	3040699	FLORIDA TRAVEL AND LIFE
Registration Number:	3069858	WISCONSIN DEER & TURKEY EXPO AND SHOOTIN
Registration Number:	3181526	ENDUROCROSS
Registration Number:	3219606	THE BOAT DOCTOR
Registration Number:	3281059	FLORIDA TRAVEL + LIFE
Registration Number:	3467465	SPORT FISHING
Registration Number:	3467483	WATER SKI
Registration Number:	3467599	WATER SKI
Registration Number:	3471364	ISLANDS
Registration Number:	3471950	WAKE BOARDING
Registration Number:	3479774	FISHSTOCK
Registration Number:	3613908	ENDURO CROSS X
Registration Number:	3723978	SAIL GREEN
Registration Number:	3794069	OFFSHORE WORLD
Registration Number:	3862747	BONNIER
Registration Number:	4042191	WAKE AWARDS
Registration Number:	4047264	SPORT FISHING TELEVISION
Registration Number:	4113281	BOATINGLAB
Registration Number:	4430298	BOATING
Registration Number:	4722424	WAKEBOARDING
Registration Number:	4775696	STREET MACHINE SUMMER NATIONALS
Registration Number:	5415524	SAND SPORTS SUPER SHOW
Registration Number:	5741577	FREEDOM MOTO CO
Registration Number:	887526	SALT WATER SPORTSMAN
Registration Number:	910927	BOATING
Registration Number:	5247445	SLT SALTWATER.TV
Registration Number:	5247446	SLT SALTWATER.TV
Registration Number:	5287988	HIGHPIPE
Registration Number:	5934264	BUILT TO RIDE TOUR
Registration Number:	6366442	STREET MACHINE NATIONALS
Registration Number:	6366446	STREET MACHINE NATIONALS
Registration Number:	6504171	OPEN SEASON SPORTSMAN'S EXPO
Registration Number:	6504220	OPEN SEASON SPORTSMAN'S EXPO
Registration Number:	2649093	CHAMPIONSHIP NMRO MUD RACING
Registration Number:	1803452	4 WHEEL & OFF-ROAD JAMBOREE NATIONALS

Property Type	Number	Word Mark
Registration Number:	2097869	4-WHEEL JAMBOREE NATIONALS
Registration Number:	2201038	MONSTER TRUCK THUNDER DRAGS
Registration Number:	2737035	ALL TRUCK JAMBOREE NATIONALS
Registration Number:	2777641	SUPERCROSS NATIONALS
Registration Number:	2654447	OFF ROAD EXPO
Registration Number:	3034727	OFF-ROAD IMPACT
Registration Number:	3460871	NATIONAL MUD RACING ORGANIZATION
Registration Number:	5538152	MONSTER TRUCK NATIONALS
Registration Number:	5553652	MONSTER TRUCK NATIONALS

CORRESPONDENCE DATA

Fax Number: 4079267720

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: 4079267723

Email: uspto@patentorlando.com

Correspondent Name: Wolter VanDyke Davis, PLLC

Address Line 1: 1900 Summit Tower Blvd., Suite 140

Address Line 4: ORLANDO, FLORIDA 32810

ATTORNEY DOCKET NUMBER:	Bonnier LLC conversion
NAME OF SUBMITTER:	Christine McLeod
SIGNATURE:	/cqmcleod/
DATE SIGNED:	08/07/2022

Total Attachments: 4

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Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "BONNIER CORPORATION" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "BONNIER CORPORATION" TO "BONNIER LLC", FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF MARCH, A.D. 2022, AT 5:36 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

4285855 8100V
SR# 20221111550

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 203266102
Date: 04-25-22

TRADEMARK
REEL: 007814 FRAME: 0161


Delaware

The First State

Page 1

*I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF
DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND
CORRECT COPY OF THE CERTIFICATE OF FORMATION OF "BONNIER LLC"
FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF MARCH, A.D.
2022, AT 5:36 O`CLOCK P.M.*




Jeffrey W. Bullock, Secretary of State

4285855 8100V
SR# 20221111550

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 203266102
Date: 04-25-22

TRADEMARK
REEL: 007814 FRAME: 0162

CERTIFICATE OF CONVERSION
FROM A CORPORATION TO A
LIMITED LIABILITY COMPANY

State of Delaware
Secretary of State
Division of Corporations
Delivered 05:36 PM 03/22/2022
FILED 05:36 PM 03/22/2022
SR 2022111550 - File Number 4285855

The undersigned, being duly authorized to execute and file this Certificate of Conversion for the purpose of converting a Delaware corporation to a Delaware limited liability company pursuant to the Section 18-214 of the Limited Liability Company Act of the State of Delaware, does hereby certify as follows:

1. The jurisdiction where the corporation was first formed is Delaware.
2. The jurisdiction of the corporation immediately prior to filing this Certificate of Conversion is Delaware.
3. The date the corporation was first formed is January 17, 2007.
4. The name of the corporation immediately prior to filing this Certificate is Bonnier Corporation.
5. The name of the limited liability company as set forth in the Certificate of Formation is Bonnier LLC.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Conversion on the 22nd day of March, 2022.

By: _____

DocuSigned by:
David Ritchie
D081608DFB2F445...

Name: David Ritchie
Title: President

**CERTIFICATE OF FORMATION
OF
BONNIER LLC**

This Certificate of Formation is being executed as of March 22, 2022 for the purpose of forming a limited liability company pursuant to the Delaware Limited Liability Company Act, 6 Del. C. §§ 18-101, et seq.

The undersigned, being duly authorized to execute and file this Certificate of Formation, does hereby certify as follows:

1. Name. The name of the limited liability company is Bonnier LLC (the "Company").
2. Registered Office. The address of the registered office of the Company in the State of Delaware is c/o Paracorp Incorporated, 2140 S. Dupont Highway, City of Camden, County of Kent, Delaware 19934.
3. Registered Agent. The name and address of the registered agent for service of process on the Company in the State of Delaware is Paracorp Incorporated, 2140 S. Dupont Highway, City of Camden, County of Kent, Delaware 19934.

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Formation as of the day and year first above written.

By: DocuSigned by:
David Ritchie
D691989DFB2F445...
Name: David Ritchie
Title: President