

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM305554

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Rich Marks, LLC		05/21/2014	CORPORATION TENNESSEE

Limited Liability Company

RECEIVING PARTY DATA

Name:	Rich Marks, LLC John Rich
Street Address:	818 19th Ave. South
Internal Address:	c/o Dale Morris & Associates
City:	Nashville
State/Country:	TENNESSEE
Postal Code:	37203
Entity Type:	CORPORATION, DELAWARE Individual Tennessee

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	85855358	SAVE A HORSE
Serial Number:	85850831	SAVE A HORSE RIDE A COWBOY

CORRESPONDENCE DATA

Fax Number: 6785532212
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: 678-553-4778
Email: atltrademark@gtlaw.com
Correspondent Name: Joel R. Feldman, Esq.
Address Line 1: 3333 Peachtree Rd., NE, Suite 2500
Address Line 4: Atlanta, GEORGIA 30305

ATTORNEY DOCKET NUMBER:	105071.010000
NAME OF SUBMITTER:	Mary Martha Adkins
SIGNATURE:	/mma/
DATE SIGNED:	05/23/2014

Total Attachments: 1
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CH \$65.00 85855358

TRADEMARK AND SERVICE MARK ASSIGNMENT

WHEREAS, Rich Marks, LLC, a Tennessee limited liability company with a mailing address of 900 Division Street, Nashville, TN 37203, owns the U.S. trademark applications listed in Schedule A (collectively, the "Marks");

WHEREAS, John Rich, an individual with an address of c/o Dale Morris & Associates 818 19th Avenue South Nashville, TN 37203 is the successor to the portion of Rich Marks, LLC's business to which the Marks pertain and that business is ongoing and existing;

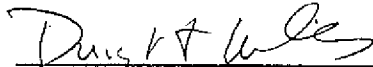
WHEREAS, Rich Marks, LLC wishes to assign to John Rich all of its worldwide rights in the Marks, including the pending U.S. applications, common-law rights related to the Marks, the goodwill of its business connected to the Marks, and the right to recover damages for past infringement of the Marks (collectively, the "Property"); and

WHEREAS, John Rich wishes to receive the Property from Rich Marks, LLC;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Rich Marks, LLC assigns the Property to John Rich.

Rich Marks, LLC will execute and deliver at the request of John Rich any additional papers, instruments, or assignments, and will perform any other reasonable acts that John Rich requests related to the assignment of the Property.

RICH MARKS, LLC



Dwight Wiles
Secretary

Date: 5-21-2014

SCHEDULE A

<u>Trademark</u>	<u>Application No.</u>
SAVE A HORSE	85/855,358
SAVE A HORSE RIDE A COWBOY	85/850,831