

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM389622

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Harper Cycle Works, LLC		04/26/2016	Limited Liability Company: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Guru Element, LLC		
<b>Street Address:</b>	16835 Northwest State Route 18		
<b>City:</b>	Drexel		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64742		
<b>Entity Type:</b>	Limited Liability Company: MISSOURI		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86577974	G	
<b>Serial Number:</b>	86577970	SIDE BY SIDE GURU	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7032058050		
<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>	7032058000		
<b>Email:</b>	mailroom@bskb.com, ply@bskb.com		
<b>Correspondent Name:</b>	Birch, Stewart, Kolasch & Birch, LLP		
<b>Address Line 1:</b>	P.O. Box 747		
<b>Address Line 4:</b>	Falls Church, VIRGINIA 22040-0747		
<b>ATTORNEY DOCKET NUMBER:</b>	6686-0104US1		
<b>NAME OF SUBMITTER:</b>	Michael T. Smith		
<b>SIGNATURE:</b>	/Michael T. Smith/		
<b>DATE SIGNED:</b>	06/29/2016		
<b>Total Attachments: 2</b>			
source=Assignment to Guru Element#page1.tif			
source=Assignment to Guru Element#page2.tif			

OP \$65.00 86577974

ASSIGNMENT


WHEREAS, **Harper Cycle Works, LLC** (hereinafter Assignor), a limited liability company of Missouri, U.S.A., having a place of business at 16835 Northwest State Route 18, Drexel, Missouri, United States 64742, is the owner of the trademarks SIDE BY SIDE GURU and



(collectively referred to as the “Marks”) for use with, among other goods, “Computer application software for mobile devices, namely, software for transmitting, displaying, viewing sharing and exchanging data, text, images, information, audio, video and multimedia files in the fields of sports and entertainment including offroading, for providing access to live and pre-recorded programs and audio and video recordings in the fields of sports and entertainment including offroading, and for enabling uploading, downloading, accessing, posting, displaying, tagging, blogging, streaming, linking, sharing or otherwise providing electronic media or information via computer, Internet and communication networks,” “providing recreation information via an electronic global computer network about off-road activities and recreational off-road events, products, services for products, sponsorships, facilities and locations,” and “creating an on-line community for off-road enthusiasts accessible via an Internet website.”

Assignor also owns Trademark Application Nos. **86/577,974**, filed on March 26, 2015, for



the mark  ; and **86/577,970**, filed on March 26, 2015, for the mark SIDE BY SIDE GURU, in the U.S. Patent and Trademark Office (collectively referred to as the “Applications”); and

WHEREAS, **Guru Element, LLC** (hereinafter Assignee), a limited liability company of Missouri, U.S.A., having a place of business at 16835 Northwest State Route 18, Drexel, Missouri, United States 64742, is desirous of acquiring the Marks and any applications or registrations

therefor;

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, the entire right, title and interest in and to the Marks, together with the goodwill of the business associated with the Marks, and the Applications, the same to be held and enjoyed by the Assignee, its successors and assigns, as fully and entirely as the said assigned interest would have been held and enjoyed by the Assignor if this Assignment had not been made.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed as follows:

Date 4-26-16

ASSIGNOR:

By Scott Harper  
Name Scott Harper  
Title Managing Member

WITNESS:

Date \_\_\_\_\_

By \_\_\_\_\_  
Signature