

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM402076

<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>
American Sniper LLC		10/10/2016	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Loyalty Bound LLC		
<b>Street Address:</b>	P.O. Box 1337		
<b>City:</b>	Midlothian		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	76065		
<b>Entity Type:</b>	Limited Liability Company: TEXAS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86817799	AMERICAN SNIPER SHOOTOUT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2142388401		
<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>	2142388400		
<b>Email:</b>	docketing@griffithbates.com		
<b>Correspondent Name:</b>	Scott L. Harper		
<b>Address Line 1:</b>	5910 N Central Expwy., Suite 1050		
<b>Address Line 4:</b>	Dallas, TEXAS 75206		
<b>NAME OF SUBMITTER:</b>	Scott L. Harper		
<b>SIGNATURE:</b>	/scott l. harper/		
<b>DATE SIGNED:</b>	10/14/2016		
<b>Total Attachments: 3</b>			
source=American Sniper LLC - Trademark Assignment (10-Oct-2016)#page1.tif			
source=American Sniper LLC - Trademark Assignment (10-Oct-2016)#page2.tif			
source=American Sniper LLC - Trademark Assignment (10-Oct-2016)#page3.tif			

OP \$40.00 86817799

## TRADEMARK ASSIGNMENT

WHEREAS, American Sniper LLC ("Assignor"), having an address of 3813 Helios Way, Bldg. B, Suite 290, Pflugerville, Texas 78660, is the owner of and has used the trademark AMERICAN SNIPER SHOOTOUT, together with the common law rights therein, referenced in Schedule A attached hereto (collectively the "Trademark");

WHEREAS, Loyalty Bound LLC ("Assignee"), having an address of P.O. Box 1337, Midlothian, Texas 76065, is desirous of acquiring said Trademark from Assignor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties agree as follows:

- Assignment.** Assignor does hereby assign, convey, transfer and deliver to Assignee all of Assignor's right, title and interest in and to the Trademark, and the application for registration of the Trademark, U.S. Serial No. 86/817,799, the common law trademark rights in the Trademark, together with the good will of the business symbolized by the Trademark, set forth and described in Schedule A attached hereto. Assignor does hereby assign, convey, transfer and deliver to Assignee all income, royalties, and damages that become due or payable for past, present or future infringements and misappropriations of the Trademark; and, all rights to sue for past, present, and future infringements or misappropriations of the Trademark.
- Further Assurance.** Assignor agrees, upon the request and at the expense of Assignee, to execute, acknowledge, and deliver, as may be reasonably requested by Assignee, any additional documents, deeds, conveyances or legal instruments requested by Assignee to transfer, convey, and assign to Assignee possession and use of the Trademark to comply with all applicable legal requirements to effect such transfers, conveyances and assignments.
- Governing Law.** The laws of the State of Texas shall govern this agreement and the parties hereby submit to the exclusive jurisdiction of the State and Federal courts located in Dallas County, Texas for the purpose of enforcing any claim arising under or in connection with this agreement.

Date: 10/10/2016

American Sniper LLC (Assignor)

By: 

Name: Richard Wierzbicki

Treasurer and Secretary

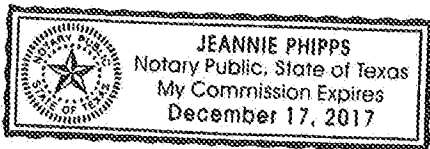
STATE OF TEXAS

§  
§  
§  
§

COUNTY OF Travis

BEFORE ME, on this day, personally appeared Richarda Wierabicki, known by me to be the person whose name is subscribed to the foregoing instrument, and acknowledged that he/she executed the same for the purposes and consideration therein expressed.

Subscribed and sworn to before me this 10 day of October, 2016.



Jeannie Phipps  
Notary Public

My Commission Expires:

Dec. 17, 2017

Schedule A - Trademark

<u>Application No.</u>	<u>Filed</u>	<u>Title</u>
86/817,799	November 12, 2015	AMERICAN SNIPER SHOOTOUT