

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM486001

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Active Ideas, LLC		07/19/2018	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Under Armour, Inc.		
Street Address:	1020 Hull Street		
City:	Baltimore		
State/Country:	MARYLAND		
Postal Code:	21230		
Entity Type:	Corporation: MARYLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5009554	HOVR	
Serial Number:	87826528	HOVR	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Phone:	(443) 305- 3316		
Email:	docket@underarmour.com		
Correspondent Name:	Kelly Williams		
Address Line 1:	2601 Port Covington Drive		
Address Line 4:	Baltimore, MARYLAND 21230		
NAME OF SUBMITTER:	Kelly L. Williams		
SIGNATURE:	/kelly l. williams/		
DATE SIGNED:	08/14/2018		
Total Attachments: 1			
source=HOVR#page1.tif			

OP \$65.00 5009554

ASSIGNMENT

Active Ideas, LLC, an Illinois Limited Liability Company with an address at 2641 North Clybourn Ave., Unit 2, Chicago, Illinois 60614 (“Assignor”) owns the trademark HOVR and variations thereof (the “Trademark”) and the corresponding U.S. Trademark Registration No. 5009554, U.S. Trademark Application No. 87826528, and Japanese Trademark Registration No. 5919060 (the “Registrations and Application”).

Under Armour, Inc., a Maryland corporation with an address at 1020 Hull Street, Baltimore, Maryland 21230 (“Assignee”) wishes to acquire the Registrations and Application together with all common-law rights relating to and arising from Assignor’s use of the Trademark.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Registrations and Application and all common-law rights relating to and arising from all use of the Trademark in any form, together with the goodwill associated with the Trademark and the right to sue and recover for past infringements and other violations.

ACTIVE IDEAS, LLC

By: [Signature]
Name: John S. HARADA
Title: Managing Member
Date: 7/19/18