

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM576241

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nineteen88 Productions, LLC		07/10/2018	Limited Liability Company: WISCONSIN
RECEIVING PARTY DATA			
Name:	Milwaukee Marathon, LLC		
Street Address:	CORPORATION SERVICE COMPANY		
Internal Address:	8040 EXCELSIOR DRIVE, SUITE 400		
City:	MADISON		
State/Country:	WISCONSIN		
Postal Code:	53717		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4531034	MILWAUKEE MARATHON	
CORRESPONDENCE DATA			
Fax Number:	5182201857		
<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:	5182201850		
Email:	TM@IPLAWUSA.COM		
Correspondent Name:	Schmeiser, Olsen & Watts, LLP		
Address Line 1:	22 CENTURY HILL DRIVE, SUITE 302		
Address Line 4:	LATHAM, NEW YORK 12110		
NAME OF SUBMITTER:	Victor J. Baranowski		
SIGNATURE:	/Victor J. Baranowski/		
DATE SIGNED:	05/13/2020		
Total Attachments: 1			
source=Assignment 2 Nineteen88 Assignment of Intellectual Property to Milwaukee Marathon LLC#page1.tif			

OP \$40.00 4531034

July 10, 2018

Milwaukee Marathon LLC
Attention: Bradford D. Scudder
45 Bromfield Street, Suite 801
Boston, MA 02108

RE: Assignment of Intellectual Property

Dear Mr. Scudder:

In consideration paid by MILWAUKEE MARATHON LLC (the "Assignee") in the form of issuance of a membership, capital and profits interest and other consideration specified in the Asset Purchase Agreement between the parties, NINETEEN88 PRODUCTIONS, LLC (the "Assignor"), holder of the URL and Website, Domain Names, Email Addresses, Intellectual Property and business records of the Assignor exclusively relating to the Milwaukee Marathon, the Race for The Bacon, Bloop, Drink Wisconsinly, and Lake Michigan Marathon (the "Events"), including without limitation, service and warranty records, creative materials, and supplier and customer lists, proprietary information and knowhow and any other form of goodwill exclusively relating to the Events, and made a part hereof, hereby grants, transfers, assigns, conveys and sells to the Assignee, all of its right, title and interest in and to said items used in the conduct of the portion of its business related to the Events.

Executed as a sealed instrument as of the day and year first above written.

ASSIGNOR:

NINETEEN88 PRODUCTIONS, LLC

By:


Name: Michael E. Zimmerman

Its: Manager