

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM758068

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Rodeo Sports Promotions, LLC		09/22/2022	Limited Liability Company: TEXAS

RECEIVING PARTY DATA

Name:	Kevin C. Jones
Street Address:	359 CR 4280
City:	Decatur
State/Country:	TEXAS
Postal Code:	76234
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3909748	RODEO VEGAS
Registration Number:	4225983	24/10
Registration Number:	5039984	RODEO VEGAS
Registration Number:	5814095	REACH
Registration Number:	5814096	R
Registration Number:	5945243	180 PROJEKT
Serial Number:	90531680	RODEO TEXAS
Serial Number:	90531699	RODEO TEXAS

CORRESPONDENCE DATA

Fax Number: 4052350439

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: 405-235-9621

Email: IPDocket@mcafeetaft.com

Correspondent Name: McAfee & Taft

Address Line 1: 211 North Robinson

Address Line 2: 8th Floor, Two Leadership Square

Address Line 4: Oklahoma City, OKLAHOMA 73102

CH \$215.00 3909748

NAME OF SUBMITTER:	Chase C. Webb
SIGNATURE:	/Chase C. Webb/
DATE SIGNED:	09/28/2022
Total Attachments: 3 source=Trademark Assignment 1 - Rodeo Sports Promotions to KC Jones#page1.tif source=Trademark Assignment 1 - Rodeo Sports Promotions to KC Jones#page2.tif source=Trademark Assignment 1 - Rodeo Sports Promotions to KC Jones#page3.tif	

ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this “**Assignment**”) is entered into and effective as of September 22, 2022 by Rodeo Sports Promotions, LLC (“**Assignor**”), a Texas limited liability company having an address of 359 CR 4280, Decatur, Texas 76234, in favor of Kevin C. Jones (“**Assignee**”), an individual (collectively, the “**Parties**”).

WHEREAS, under the terms of an Intellectual Property Assignment Agreement between the Parties, Assignor has conveyed, transferred, and assigned to Assignee, among other assets, certain intellectual property of Assignor, and has agreed to execute and deliver this Assignment, for recording with the United States Patent and Trademark Office.

NOW THEREFORE, Assignor agrees as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in, to and under the following: (a) the trademark registrations set forth on Schedule 1 hereto and all applications, registrations, issuances, extensions, and renewals thereof (the “**Assigned Trademarks**”), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks; (b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world; (c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and (d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of corresponding entities or agencies in any applicable jurisdictions to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, upon Assignee's request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto.

3. Counterparts. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Assignment.

4. Successors and Assigns. This Assignment shall be binding upon and shall inure to the benefit of the Parties hereto and their respective heirs, legal representatives, successors and assigns.

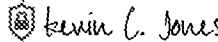
5. Governing Law. This Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Texas, without giving effect to any choice or conflict of law provision or rule (whether of the State of Texas or any other jurisdiction).

IN WITNESS WHEREOF, the Parties hereto, intending to be legally bound thereby, have executed this Assignment as of the date first written above.

ASSIGNOR:

Rodeo Sports Promotions, LLC

DocuSigned by:



Name: Kevin C. Jones

Title: Manager

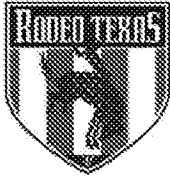
ASSIGNEE:

Kevin C. Jones

DocuSigned by:



**SCHEDULE 1
Assigned Trademarks**

Mark	Jurisdiction	Application No. / Registration No.	Registration Date
RODEO VEGAS	United States	3,909,748	1/25/2011
24/10	United States	4,225,983	10/16/2012
RODEO VEGAS	United States	5,039,984	9/13/2016
REACH	United States	5,814,095	7/23/2019
R (STYLIZED)	United States	5,814,096	7/23/2019
180 PROJEKT	United States	5,945,243	12/24/2019
RODEO TEXAS	United States	90/531,680	
	United States	90/531,699	