

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM813859

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American BMX Company, Inc.		05/25/2023	Corporation:
RECEIVING PARTY DATA			
Name:	BMX Action Inc.		
Street Address:	1560 N. Orangethrope Way		
City:	Anaheim		
State/Country:	CALIFORNIA		
Postal Code:	92801		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	90129348	BMX ACTION MAGAZINE	
Serial Number:	90129360	BMX ACTION	
Serial Number:	90694887	BICYCLE MOTOCROSS ACTION	
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:	8009490255		
Email:	eric@karich.net		
Correspondent Name:	Eric Karich		
Address Line 1:	20 Crestview		
Address Line 4:	Aliso Viejo, CALIFORNIA 92656		
NAME OF SUBMITTER:	Eric Karich		
SIGNATURE:	/eric karich/		
DATE SIGNED:	05/30/2023		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

ASSIGNOR, American BMX Company, Inc., a Delaware Corporation, with its principal place of business at 20 Crestview, Aliso Viejo, California, 92835 (“Assignor”);

ASSIGNEE, a BMX Action Inc., a California Corporation, with its principal place of business at 1560 N. Orangethorpe Way, Anaheim, California, 92801 (“Assignee”);

MARK: Assignor has registered the Mark BMX ACTION MAGAZINE on the Principal Register of the United States Patent and Trademark Office, Application No. 90/129,348 filed on Aug. 21, 2020, Registration No. 6,487,955, registered on Sep. 14, 2021;


NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, including but not limited to the registration and/or application to register the mark, the common law rights to the Mark, and rights to pursue past infringement and collect all damages related thereto, together with the goodwill of the business symbolized by the Mark.

American BMX Company


Print Name: Toby Henderson

Title: Vice President

Date: 5-25-2023

BMX Action Inc. 

Print Name: Toby Henderson

Title: Executive Director

Date: 5-25-2023

This document may be notarized for additional proof of signature authenticity.

TRADEMARK ASSIGNMENT

ASSIGNOR, American BMX Company, Inc., a Delaware Corporation, with its principal place of business at 2981 Lakeview Way, Fullerton, California, 92835 (“Assignor”);

ASSIGNEE, a BMX Action Inc., a California Corporation, with its principal place of business at 1560 N. Orangethorpe Way, Anaheim, California, 92801. (“Assignee”);

MARK: Assignor has registered the Mark BMX ACTION on the Principal Register of the United States Patent and Trademark Office, Application No. 90/129,360, filed on Aug. 8, 2020 Registration No. 6,487,956, registered on Sep. 14, 2021;


NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, including but not limited to the registration and/or application to register the mark, the common law rights to the Mark, and rights to pursue past infringement and collect all damages related thereto, together with the goodwill of the business symbolized by the Mark.

American BMX Company 

Print Name: Toby Henderson

Title: Vice President

Date: 5-25-2023

BMX Action Inc. 

Print Name: Toby Henderson

Title: Executive Director

Date: 5-25-23

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TRADEMARK ASSIGNMENT

ASSIGNOR, American BMX Company, Inc., a Delaware Corporation, with its principal place of business at 2981 Lakeview Way, Fullerton, California, 92835 (“Assignor”);

ASSIGNEE, a BMX Action Inc., a California Corporation, with its principal place of business at 1560 N. Orangethorpe Way, Anaheim, California, 92801 (“Assignee”);

MARK: Assignor has registered the Mark BICYCLE MOTOCROSS ACTION on the Principal Register of the United States Patent and Trademark Office, Application No. 90/694,887, filed on May, 5, 2021, Registration No. 6,860,922, registered on Sep. 27, 2022;

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, including but not limited to the registration and/or application to register the mark, the common law rights to the Mark, and rights to pursue past infringement and collect all damages related thereto, together with the goodwill of the business symbolized by the Mark.

American BMX Company


BMX Action Inc.


Print Name: Toby Henderson

Print Name: Toby Henderson

Title: Vice President

Title: Executive Director

Date: 5-25-2023

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