

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM366228

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RS Fit Holdings LLC		11/16/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Lions Gate Entertainment Inc.		
Street Address:	2700 Colorado Avenue		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2533193	BFIT	
CORRESPONDENCE DATA			
Fax Number:	3102283953		
<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:	310.228.3700		
Email:	rwalsh@smrh.com		
Correspondent Name:	Jill M. Pietrini, Esq.		
Address Line 1:	1901 Avenue of the Stars, Suite 1600		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	01RS-172016-627		
NAME OF SUBMITTER:	Jill M. Pietrini, Esq.		
SIGNATURE:	//jmp//		
DATE SIGNED:	12/17/2015		
Total Attachments: 1			
source=Assignment of BFIT in Class 5 - Rn. 2,533,193#page1.tif			

CH \$40.00 2533193

ASSIGNMENT OF TRADEMARK

This ASSIGNMENT is made by and between RS Fit Holdings LLC, a Delaware limited liability company, having its principal place of business at 12647 Alcosta Boulevard, Suite 500, San Ramon, California 94583 ("Assignor") and Lions Gate Entertainment Inc., a Delaware corporation, having its principal place of business at 2700 Colorado Avenue, Santa Monica, California 90404 ("Assignee").

WHEREAS, Assignor represents and warrants that it owns all rights, title, and interest in and to the trademark, and the U.S. registration thereof identified below (hereinafter the "Mark" and "Registration"), along with the goodwill of the business appurtenant to said Mark and Registration:

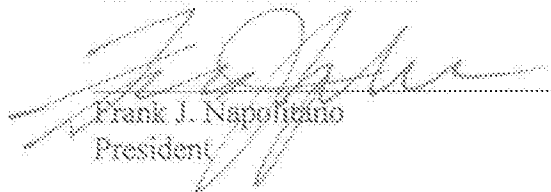
Trademark	Class	Registration No.	Date of First Use	Registration Date
BFIT	5	2,533,193	11/10/96	1/29/02

WHEREAS, Assignor has agreed to assign all right, title, and interest in the Mark and Registration to Assignee, including the goodwill associated with the Mark and any and all claims, demands, and causes of action for infringement of the Mark, past, present, and future, and all of the proceeds from the foregoing;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in the United States and in any other country in the world in and to the Mark and Registration, along with the goodwill of the business symbolized by the Mark, together with any and all claims, demands, and causes of action for infringement of the Mark, past, present, and future, and all of the proceeds from the foregoing. Assignor also assigns any other registrations of, or applications to register, the BFIT mark for goods in International Class 5 in any country or territory of the world. Assignor also authorizes Assignee to record this Assignment in the United States Patent & Trademark Office and in similar government offices throughout the world.

Signed at San Ramon, California, this 16th day of November, 2015.

RS FIT HOLDINGS LLC


Frank J. Napolitano
President