

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM512585

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Boost Worldwide, Inc.		12/05/2018	Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	adidas AG		
<b>Street Address:</b>	Adi-Dassler-Strasse 1		
<b>City:</b>	Herzogenaurach		
<b>State/Country:</b>	GERMANY		
<b>Postal Code:</b>	91074		
<b>Entity Type:</b>	Joint Stock Company: GERMANY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3580958	BOOST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8453597798		
<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>			
<b>Phone:</b>	8453597700		
<b>Email:</b>	trademark@notaromichalos.com		
<b>Correspondent Name:</b>	John Zaccaria		
<b>Address Line 1:</b>	100 Dutch Hill Road, Suite 240		
<b>Address Line 4:</b>	Orangeburg, NEW YORK 10962		
<b>ATTORNEY DOCKET NUMBER:</b>	J287-1563		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	John Zaccaria		
<b>Address Line 1:</b>	100 Dutch Hill Road, Suite 240		
<b>Address Line 4:</b>	Orangeburg, NEW YORK 10962		
<b>NAME OF SUBMITTER:</b>	John Zaccaria		
<b>SIGNATURE:</b>	/J287-1563-JZ-as/		
<b>DATE SIGNED:</b>	03/04/2019		
<b>Total Attachments: 1</b>			

OP \$40.00 3580958



U.S. Trademark Assignment

WHEREAS, Boost Worldwide, Inc., a Delaware company with an address of 6200 Sprint Parkway Overland Park, Kansas 66251 ("Assignor") is the record owner of U.S. Registration No. 3,580,958 of the BOOST mark, covering clothing, namely, shirts and footwear (the "Mark"); and

WHEREAS, adidas AG, a German joint stock company with an address of Adi-Dassler-Strasse 1 Herzogenaurach, Germany 91074 ("adidas") ("Assignee") is desirous of acquiring all right, title, and interest in and to the said Mark, the goodwill symbolized thereby, and the part of the business connected with the use of and symbolized by the Mark, which business is ongoing and existing.

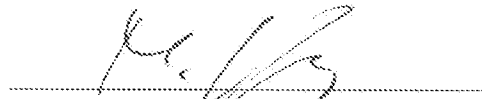
NOW THEREFORE IT IS AGREED AS FOLLOWS

For good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged, Assignor hereby assigns, transfers, and conveys unto said Assignee, its successors and assigns, the entire right, title, and interest in and to the Mark, the goodwill symbolized by the Mark, the part of the business connected with the use of and symbolized by the Mark, which business is ongoing and existing, as well as the right to sue for past and present infringements thereof.

This agreement is effective as December 5, 2018.

**Boost Worldwide, Inc.**

**adidas AG**



Name: Michael Ragsdale

Name: Moritz Voges

Title: Vice President

Title: VP Supervisory Board Office & Corp Legal

Date: \_\_\_\_\_

Date: December 17, 2018