

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK (the "Assignment") is made this 27th day of July, 2021, by and between LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT, an urban county government created pursuant to KRS 67A, with an address of 200 E. Main St., Lexington KY ("Assignor"), and LEXINGTON CONVENTION AND VISITORS BUREAU, a local tourist and convention commission created pursuant to KRS 91A.372, with an address of 215 W. Main St. Lexington, KY 40507 ("Assignee").

WHEREAS, Assignor is the owner of the federal character mark trademark of the phrase "Lexington KY Horse Capital of the World" (serial number 85001084) and Kentucky service mark of the phrase "Horse Capital of the World" (certificate number 013390), together with all of the goodwill associated with such marks (collectively, the "Marks"); and

WHEREAS, Assignor wishes to assign the Marks together with all of the goodwill associated with the Mark to Assignee;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Marks, together with the goodwill of the Marks, for the United States and for the Commonwealth of Kentucky, including any renewals or extensions thereof that are or may be secured under the laws of the United States or the Commonwealth of Kentucky now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made; together with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment on the day and year first above written.

LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT

By: Linda Gorton

Printed name: Linda Gorton

Title: Mayer

STATE OF Kentucky)