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REPLY TO: Rapid City Office  
*From the offices of Erika S. Olson*  
e-mail address: [eolson@lynnjackson.com](mailto:eolson@lynnjackson.com)

October 18, 2021

City of Sturgis  
1040 Harley Davidson Way  
Sturgis, SD 57785

Greg Barnier  
Sturgis City Attorney  
1040 Harley-Davidson Way  
Sturgis, SD 57785

Good Sports, Inc.  
349 Progress Drive  
Manchester, CT 06042

Sturgis Area Chamber of Commerce  
2040 Junction Avenue  
Sturgis, SD 57785

Re: Sturgis Motorcycle Rally Inc.  
Our File No. 170195-00043

Sturgis Area Chamber of Commerce  
Veronica Molly Grosek, Registered Agent  
2040 Junction Avenue  
Sturgis, SD 57785

Sturgis Motorcycles, Inc.  
2820 Harley Drive  
Rapid City, SD 57702

Sturgis Motorcycles, Inc.  
Aloysius Rieman, Registered Agent  
2820 Harley Drive  
Rapid City, SD 57702

**NOTIFICATION OF SALE OF COLLATERAL - UPDATED**

I represent First Interstate Bank. This updated Notification is provided to update the closing date of the auction which has been extended by one week due to technical difficulties with the auction company's website.

In accordance with a Settlement Agreement between Sturgis Motorcycle Rally, Inc. (SMRI) and First Interstate Bank following default by SMRI, First Interstate Bank, with the cooperation of SMRI, will sell certain collateral as described on the attached Exhibit A, which includes certain intellectual property of SMRI, to the highest qualified bidder in public as follows:

Exhibit A – List of Property to be Sold

- All items held in the storage unit rented by SMRI.
- Historical video footage of Sturgis Motorcycle Rally
- Certain trademarks with the following names to be sold as lots as follows:
  - o Sturgis Bike Week (U.S. Reg. Nos. 5913578, 2070955, 3818703, 3825398, 3838171, 3911270 and 3923236), All Roads Lead to Sturgis Bike Week (common law trademark), Girls of Sturgis Bike Week (common law trademark) and Miss Sturgis Bike Week (common law trademark);
  - o Black Hills Motor Classic Sturgis Rally & Races Black Hills S.D. (also known as the “Monahan Mark”) (U.S. Reg. Nos. 1948097 and 6005493);
  - o Take the Ride to Sturgis (U.S. Reg. No. 2698677);
  - o The Legend Lives On (U.S. Reg. No. 2513621);
  - o 75<sup>th</sup> Sturgis Motorcycle Rally (U.S. Reg. No. 4899119);
  - o 75<sup>th</sup> Sturgis Motorcycle Rally 1938-2015 (U.S. Reg. No. 4871446);
  - o 2016 76<sup>th</sup> Sturgis Motorcycle Rally Est 1938 (U.S. Reg. No. 5074466);
  - o The Legend Lives on 77<sup>th</sup> Est 1938 Sturgis Motorcycle Rally 2017 (U.S. Reg. Nos. 5252579, 5318376 and 87157546);
  - o Est. 1938 78<sup>th</sup> Sturgis Motorcycle Rally 2018 (U.S. Reg. Nos. 5470683 and 87319359)
  - o 79<sup>th</sup> Sturgis Motorcycle Rally 2019 Since 1938 The Legend Lives On (U.S. Reg. Nos. 5777738 and 5909457);
  - o 80<sup>th</sup> Sturgis Black Hills Rally 2020 Est. 1938 The Legend Lives On (U.S. Reg. No. 6070483);
  - o Spirit of Sturgis (U.S. Reg. No. 5186959)

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Day and Date: bidding closes on **October 27, 2021**

Time: beginning 12:00 p.m. MT on October 8, 2021 and ending at 6:00 p.m. MT on October 20, 2021

Place: online – [www.mcphersonauction.com](http://www.mcphersonauction.com)

You are entitled to participate in the bidding.

Sincerely,

LYNN, JACKSON, SHULTZ & LEBRUN, P.C.



Erika S. Olson

ESO:yys

cc: Mark Kary via email  
Michael Loos via email  
Laura Ask via email