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A T T O R N E Y S

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REPLY TO: Rapid City Office
From the offices of Erika S. Olson
e-mail address: eolson@lynnjackson.com

October 14, 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

I represent First Interstate Bank. 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 75th Sturgis Motorcycle Rally (U.S. Reg. No. 4899119);
 - o 75th Sturgis Motorcycle Rally 1938-2015 (U.S. Reg. No. 4871446);
 - o 2016 76th Sturgis Motorcycle Rally Est 1938(U.S. Reg. No. 5074466);
 - o The Legend Lives on 77th Est 1938 Sturgis Motorcycle Rally 2017 (U.S. Reg. Nos. 5252579, 5318376 and 87157546);
 - o Est. 1938 78th Sturgis Motorcycle Rally 2018 (U.S. Reg. Nos. 5470683 and 87319359)
 - o 79th Sturgis Motorcycle Rally 2019 Since 1938 The Legend Lives On (U.S. Reg. Nos. 5777738 and 5909457);
 - o 80th 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)

Sturgis Motorcycle Rally Inc.

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Day and Date: bidding closes on October 20, 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

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