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September 9, 2021

**RE: Sturgis Motorcycle Rally, Inc. Dissolution**

Dear Creditor:

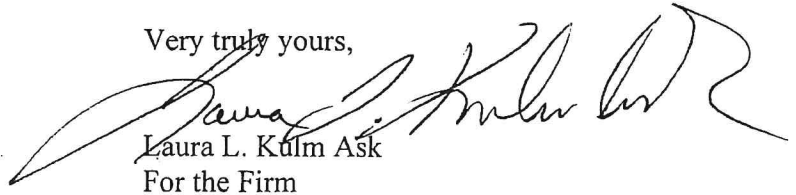
You were sent a letter dated May 12, 2021, from our firm, regarding the dissolution and wind down of Sturgis Motorcycle Rally, Inc. As stated in said letter the assets of Sturgis Motorcycle Rally, Inc., were voluntarily surrendered to the secured creditor and are being sold. However, said secured creditor determined that some of the assets, mainly seven (7) trademarks, two (2) composite design marks, and an accounts receivable, cannot be reasonably sold and have no value to said secured creditor, so they are releasing its lien on them and returning those assets to Sturgis Motorcycle Rally, Inc., so that it can dispose of them. The following is a list of these assets:

- “Black Hills” trademark when used in connection with goods or services related to the Sturgis Motorcycle Rally event as set forth in U.S. Reg. Nos. 3955170 and 4301562;
- “Sturgis” trademark when used in connection with goods or services related to Sturgis Motorcycle Rally event or as set forth in U.S. Reg. Nos. 3923284 and 4440406;
- “Sturgis” composite design mark registered in South Korea (KIPO) Reg. No. 45-0036139;
- “Sturgis” composite design mark registered in China (CNIPA) Reg. Nos. 9389967, 9389968, 9389969, 9389970, 9389971, and 9389972;
- “Sturgis Motorcycle Rally” trademark;
- “Sturgis Rally & Races” trademark;
- “Thunder Threads” trademark, U.S. Reg. No 3257141;
- “Not for a Long time, but for a Good Time” trademark U.S. Reg. No. 2662191;
- “Ohio Sprint Speed Week” trademark, Ohio Reg. Nos. 3841739 and 3841738;  
and
- Any accounts receivable owed by Hot Leathers to SMRI, which Hot Leathers may have offset rights regarding such.

Sturgis Motorcycle Rally, Inc., is also of the opinion that these assets do not hold much value for a multitude of reasons, but are offering to sell them to the remaining creditors who are in equal position to purchase those assets if they choose. The assets would be sold "as is" with no representations, warranties, or guarantees. If you, as a creditor of Sturgis Motorcycle Rally, Inc., are interested in purchasing any of these assets, then please send an offer in writing to my attention by September 24, 2021. Make sure that the written bid clearly identifies the asset and specifically lists a purchase price. After September 24, 2021, the top bid on each asset will be accepted and that purchaser will be notified. All purchases need to be made by certified funds and sent to my firm, payable to Sturgis Motorcycle Rally, Inc., within ten (10) days after notification of the accepted bid. If Sturgis Motorcycle Rally, Inc., receives no bids, then the assets will be abandoned and will be disposed of at Sturgis Motorcycle Rally, Inc.'s sole discretion.

If you have any questions, please contact the undersigned in writing.

Very truly yours,

A handwritten signature in black ink, appearing to read "Laura L. Kulm Ask", is written over the typed name. The signature is fluid and cursive.

Laura L. Kulm Ask  
For the Firm

LLKA: ja

Cc: Sturgis Motorcycle Rally, Inc.