

EXHIBIT 1

CERTIFICATE OF COPYRIGHT REGISTRATION



This certificate, issued under the seal of the Copyright Office in accordance with the provisions of section 410(a) of title 17, United States Code, attests that copyright registration has been made for the work identified below. The information in this certificate has been made a part of the Copyright Office records.

[Signature]
REGISTER OF COPYRIGHTS
United States of America

FORM TX

UNITED STATES COPYRIGHT OFFICE

REGISTRATION NUMBER

TX 2 672 644

EFFECTIVE DATE OF REGISTRATION

9 21 89

DO NOT WRITE ABOVE THIS LINE. IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET.

1

TITLE OF THIS WORK

Winning Isn't Normal

PREVIOUS OR ALTERNATIVE TITLES

PUBLICATION AS A CONTRIBUTION If this work was published as a contribution to a periodical, serial, or collection, give information about the collection work in which the contribution appeared. Title of Collective Work

If published in a periodical or serial give: Volume Number Issue Date No. Pages

2

NAME OF AUTHOR

a Keith Frank Bell

DATES OF BIRTH AND DEATH

Year Born 1948 Year Died

Was this contribution to the work a "work made for hire"?
☐ Yes
☒ No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country U.S.A.
OR
Citizen of
Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
Anonymous? ☐ Yes ☒ No
Pseudonymous? ☐ Yes ☒ No

NOTE

Under this law, the "author" of a "work made for hire" is generally the employer.

NATURE OF AUTHORSHIP
Entire Text

Briefly describe nature of the material created by this author in which copyright is claimed.

NAME OF AUTHOR

DATES OF BIRTH AND DEATH

Year Born Year Died

Was this contribution to the work a "work made for hire"?
☐ Yes
☒ No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country
OR
Citizen of
Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
Anonymous? ☐ Yes ☒ No
Pseudonymous? ☐ Yes ☒ No

NATURE OF AUTHORSHIP

Briefly describe nature of the material created by this author in which copyright is claimed.

NAME OF AUTHOR

DATES OF BIRTH AND DEATH

Year Born Year Died

Was this contribution to the work a "work made for hire"?
☐ Yes
☒ No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country
OR
Citizen of
Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
Anonymous? ☐ Yes ☒ No
Pseudonymous? ☐ Yes ☒ No

NATURE OF AUTHORSHIP

Briefly describe nature of the material created by this author in which copyright is claimed.

3

YEAR IN WHICH CREATION OF THIS WORK WAS COMPLETED
1981

DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK
February 1982
United States of America

4

COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author given in space 1.

Dr. Keith Bell

Austin, Texas 78746

Ventura, CA 93004

APPLICATION RECEIVED

ONE DEPOSIT RECEIVED

TWO DEPOSITS RECEIVED

REMITTANCE NUMBER AND DATE

TRANSFER If the claimant(s) named here in space 4 are different from the author(s) named in space 1, give a brief statement of how the claimant(s) obtained ownership of the copyright.

MORE ON BACK * Complete all appropriate spaces (numbers 5-11) on the reverse side of this page. * See detailed instructions. * Sign the form at line 10.

DO NOT WRITE HERE

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EXHIBIT 2

Winning Isn't Normal

© 2010, Keith Frank Bell

Winning isn't normal. That doesn't mean there's anything wrong with winning. It just isn't the norm. It's highly unusual.

Every race only has one winner. No matter how many people are entered (not to mention all those who tried and failed to make cuts), only one person (or one relay) wins each event.

Winning is unusual. As such, it requires unusual action.

In order to win, you must do extraordinary things. You can't just be one of the crowd. The crowd doesn't win. You have to be willing to stand out and act differently.

Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. (Now, take note! Wanting it more is a decision you make and act upon - not some inherent quality or burning inner drive or inspiration!) And you have to make that value a priority.

You can't train like everyone else. You have to train more and train better.

You can't talk like everyone else. You can't think like everyone else. You can't be too willing to join the crowd, to do what is expected, to act in a socially accepted manner, to do what's "in." You need to be willing to stand out in the crowd and consistently take exceptional action. If you want to win, you need to accept the risks and perhaps the loneliness ... because *winning isn't normal!!*

EXHIBIT 3

Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

Karen Leigh Clayett

Acting United States Register of Copyrights and Director

Registration Number

TX 8-503-571

Effective Date of Registration:

November 06, 2017

Copyright Registration for One Work by One Author

Registration issued pursuant to 37 CFR §202.3

Title

Title of Work: Winning Isn't Normal

Title of Larger Work: Winning Isn't Normal

Completion/Publication

Year of Completion: 2010

Date of 1st Publication: July 18, 2010

Nation of 1st Publication: United States

International Standard Number: ISBN 0-945609-96-5

Author

- Author: Keith Frank Bell
- Author Created: text
- Citizen of: United States
- Domiciled in: United States
- Year Born: 1948

Copyright Claimant

Copyright Claimant: Keith Frank Bell

Austin, TX, 78746, United States

Limitation of copyright claim

Material excluded from this claim: text

Previous registration and year: TX 2 672 644, 1989

New material included in claim: text

Rights and Permissions

Name: Keith Frank Bell
Email: [REDACTED]@gmail.com
Telephone: [REDACTED]
Address: [REDACTED]
Austin, TX 78746 United States

Certification

Name: Keith F. Bell
Date: November 06, 2017

