EXHIBIT 1

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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 w o 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.

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

Domiciled in: United States

Citizen of: 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:

Previous registration and year: TX 2 672 644, 1989

New material included in claim: text

Rights and Permissions

Page 1 of 2

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Austin, TX 78746 United States

Certification

Name: Keith F. Bell

Date: November 06, 2017