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TRADEMARKS ONLY

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demarks:
or copy thereof.

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1. NAME OF PARTY(IES) CONVEYING INTEREST:

Seneca Sports, Inc.

ENTITY:

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation State: Massachusetts
- Other: _____

2. NAME OF PARTY(IES) RECEIVING AN INTEREST:

Name: The National Collegiate Athletic Association

Internal Address: _____

Street Address: 6201 College Boulevard

City: Overland Park State: Kansas

Zip: 66211

ENTITY:

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation State: _____
- Other: _____

If not domiciled in the United States, a domestic representative designation is attached: _____ Yes _____ No

(The attached document must not be an assignment)

3. INTEREST CONVEYED: Entire

- Assignment
- Security
- Name Change
- Merger
- Other _____

4. Application no's or registration no's. Additional sheet attached? Yes No

A. Trademark Application
No. 74/408,129; filed 7/1/93
No. _____; filed _____

B. Trademark Registration
No. _____; filed _____
No. _____; filed _____

5. Name and address of party to whom correspondence concerning document should be mailed:

Michael Elbein, Esq.
Litman, Kraai and Brown, L.L.C.
4700 Belleview, Suite 200
Kansas City, Missouri 64112

6. Number of applications and registrations involved: 1

7. Amount of fee enclosed or authorized to be charged: \$40.00

(Check No. 11304 enclosed)

8. Deposit account number (Attach duplicate copy of this form if paying by deposit account):

12-1660



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DO NOT USE THIS SPACE

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U.S. Patent & TMO/c/TM Mail Rcpt Dt. #11

9. Date of execution of attached document is: April 23, 1999

10. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. This document executed on: June 10, 1999.

Michael Elbein
Signature

Michael Elbein
Name of Person Signing



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06-16-1999

ASSIGNMENT OF TRADEMARK

U.S. Patent & TMOfc/TM Mail Rcpt Dt. #11

WHEREAS Seneca Sports, Inc., a Massachusetts corporation, having a principal place of business at 75 Fortune Boulevard, Milford, Massachusetts, 01757 is the owner via assignment, of the mark MARCH MADNESS used in connection with basketballs, basketball backboards and related accessories, namely pumps, inflation needles and nets, and on its own or through predecessors in interest have used said mark in commerce since at least as early as August 9, 1993, and is the owner as of March 6, 1994, via assignment recorded at Reel 1707, Frame 0641 of the United States Patent and Trademark Office of the following pending trademark application in the United States Patent and Trademark Office:

<u>MARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
MARCH MADNESS	74/408129	July 1, 1993

and WHEREAS, The National Collegiate Athletic Association, an unincorporated association with a principal address of 6201 College Boulevard, Overland Park, Kansas 66211, is desirous of acquiring Seneca Sports, Inc.'s entire, right, title and interest in and to the above mentioned trademark and application.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, Seneca Sports, Inc. hereby assigns, transfers and conveys to The National Collegiate Athletic Association, all right, title, and interest in and to the above mentioned trademark, together with the goodwill of the business symbolized by the mark, including all common law rights, the above-listed application, and all claims for damages by reason of past infringement of said mark, with the right to sue and collect therefor.

Executed this 23 day of April, 1999.

SENECA SPORTS, INC.

By: [Signature]

Its: [Signature]

State of Massachusetts)
County of Suffolk) ss.

On this 22 day of April, 1994, before me, a Notary Public in and for the State and County aforesaid, came David C. Landay, who being duly sworn, did depose and say that he/she is the President of Seneca Sports, Inc., the corporation described in the foregoing instrument and that he/she executed said instrument on behalf of said corporation with full authority to do so.

[Signature]
Notary Public

My commission expires: May 8, 2005