

06-16-2000



101382366

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

5.11.00

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission (Non-Recordation)
Document ID #

Correction of PTO Error
Reel # Frame #

Corrective Document
Reel # Frame #

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger
Effective Date
Month Day Year

Change of Name

Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be on a separate document from Assignment.)

FOR OFFICE USE ONLY

06/15/2000 DNGUYEN 00000140 74360563

01 FC:481
02 FC:482

40.00 OP
50.00 OP

06/15/2000 DNGUYEN 00000140 74360563

00000141 74360563

40.00 OP
50.00 OP
10.00 OP

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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK

REEL: 002088 FRAME: 0840

01 FC:481
02 FC:482
03 FC:482

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

312-554-7958

Name

Douglas Masters

Address (line 1)

Pattishall, McAuliffe, Newbury, Hilliard & Geraldson

Address (line 2)

311 South Wacker Drive

Address (line 3)

Suite 5000

Address (line 4)

Chicago, Illinois 60606

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

74/360563

74/365985

74/408129

74/489801

Number of Properties

Enter the total number of properties involved.

#

4

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

100.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Yes

No

Authorization to charge additional fees:

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Colin O'Brien

Col O'Brien

05/08/00

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT

WHEREAS, Applicant, National Collegiate Athletic Association, an Indiana unincorporated association, with a place of business located at 1802 Alonzo Watford Sr. Drive, Indianapolis, IN 46202, has adopted and is using the **MARCH MADNESS** mark in commerce and is the owner of the registration and applications under Section 1(b) of the Trademark Act, as identified on the attached Schedule, and

WHEREAS, Applicant is assigning the mark in the above-identified application as part of the entire business to which the mark pertains as required by 15 U.S.C. Section 1060; and

WHEREAS, March Madness Athletic Association, L.L.C., an Illinois limited liability company, with its principal place of business at 2715 McGraw Drive, Bloomington, Illinois 61704, the successor of the ongoing and existing business of National Collegiate Athletic Association to which the mark pertains, is desirous of acquiring said trademark, registration and the pending intent-to-use applications identified on the attached Schedule;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, National Collegiate Athletic Association, does hereby assign to said March Madness Athletic Association, L.L.C., all right, title and interest in and to the mark **MARCH MADNESS** and the goodwill of the business symbolized thereby.

Signed at Indianapolis, this 29th day of February, ~~1999~~ ²⁰⁰⁰.

NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

By: Melissa A. Cairo
Name: Melissa A. Cairo
Title: Director of Licensing

Sworn to and subscribed, before me, a notary public, this 29th day of February, 1999. 2000

Angela E. Grant
NOTARY PUBLIC
Angela E Grant

My commission expires: 6-18-08

EXHIBIT 2

SCHEDULE

| <u>MARK</u> | <u>CLASS</u> | <u>SERIAL NO.</u> | <u>FILING DATE</u> |
|----------------------|---------------------|--------------------------|---------------------------|
| MARCH MADNESS | 41 | 74/360563 | February 22, 1993 |
| MARCH MADNESS | 25 | 74/365985 | March 8, 1993 |
| MARCH MADNESS | 28 | 74/408129 | July 1, 1993 |
| MARCH MADNESS | 28 | 74/489801 | February 14, 1994 |

REGISTRATION

| <u>MARK</u> | <u>CLASSES</u> | <u>REG. NO.</u> | <u>FILING DATE</u> |
|---|-----------------------|------------------------|---------------------------|
| MARCH MADNESS (Community Trademark) | 9, 25, 28, 41 | 384,834 | October 21, 1996 |