

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

#### Submission Type

- New
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- Correction of PTO Error  
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#### Conveyance Type

- Assignment  License
  - Security Agreement  Nunc Pro Tunc Assignment
  - Merger  Change of Name
  - Other \_\_\_\_\_
- Effective Date  
Month Day Year  
\_\_\_\_\_

#### Conveying Party

Mark if additional names of conveying parties attached

Name Illinois High School Association Execution Date  
Month Day Year 02/29/00

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_
- Citizenship/State of Incorporation/Organization Illinois

#### Receiving Party

Mark if additional names of receiving parties attached

Name March Madness Athletic Association, L.L.C.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 2715 McGraw Drive

Address (line 2) \_\_\_\_\_

Address (line 3) Bloomington IL 61704  
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other Limited Liability Company
- Citizenship/State of Incorporation/Organization Illinois

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 a separate document from Assignment.)

#### FOR OFFICE USE ONLY

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

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REEL: 002088 FRAME: 0954

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U.S. Department of Commerce  
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**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

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**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)**

**Number of Properties**

Enter the total number of properties involved. #

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41): \$

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: #

Authorization to charge additional fees: Yes  No

**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.

Laura J. Turczak

8/3/00

Name of Person Signing

Signature

Date Signed

CERTIFICATE OF TRANSMISSION

I, Laura J. Turczak, hereby certify that this correspondence is being facsimile transmitted to the Patent and Trademark Office on August 3, 2000.

**TRADEMARK**

REEL: 002088 FRAME: 0955

**TRADEMARK ASSIGNMENT**

WHEREAS, Illinois High School Association, an Illinois not-for-profit association, with a place of business located at 2715 McGraw Drive, Bloomington, Illinois 61704, has adopted, used, is using, and is the owner of the trademarks identified on the attached Schedule; 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 Illinois High School Association, is desirous of acquiring the trademark registrations and the pending applications listed on the attached Schedule;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Illinois High School Association, does hereby assign to said March Madness Athletic Association, L.L.C., all right, title and interest in and to these trademarks and the goodwill of the business symbolized thereby.

Signed at INDIANAPOLIS, this 29<sup>th</sup> day of FEBRUARY, 2000.

**ILLINOIS HIGH SCHOOL ASSOCIATION**

By: [Signature]  
Name: A. DAVID FRY  
Title: EXECUTIVE DIRECTOR

Sworn to and subscribed, before me, a notary public, this 29<sup>th</sup> day of February, 2000.

Angela E Grant  
NOTARY PUBLIC  
Angela E Grant

My commission expires: 6-18-08

**SCHEDULE**  
**APPLICATIONS**

<u>MARK</u>	<u>CLASSES</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
AMERICA'S ORIGINAL MARCH MADNESS	41	75/500022	March 4, 1994
AMERICA'S ORIGINAL MARCH MADNESS	16	74/502120	March 21, 1994
MARCH MADNESS and Design	41	74/521491	May 9, 1994
MARCH MADNESS	6, 14, 20, 28	74/623925	January 20, 1995
MARCH MADNESS	9, 16, 21, 24, 25	74/623924	January 20, 1995
MARCH MADNESS EXPERIENCE	14, 21, 25, 41	75/109860	May 24, 1996

**REGISTRATIONS**

<u>MARK</u>	<u>CLASSES</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
MARCH MADNESS	41	1571340	December 12, 1989
AMERICA'S ORIGINAL MARCH MADNESS	16, 25	1866144	December 6, 1994
AMERICA'S ORIGINAL MARCH MADNESS	14	1870486	December 27, 1994
AMERICA'S ORIGINAL MARCH MADNESS	21, 24	1873048	January 10, 1995