

FORM PTO-1618A  
Expires 03/30/99  
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
- 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  
Effective Date  
Month Day Year  
\_\_\_\_\_
- Merger
- Change of Name
- Other \_\_\_\_\_

#### Conveying Party

Mark if additional names of conveying parties attached

Name National Collegiate Athletic Association

Execution Date  
Month Day Year  
02/29/00

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Indiana

#### 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  
City

IL  
State/Country

61704  
Zip Code

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other Limited Liability Company

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.)

Citizenship/State of Incorporation/Organization Illinois

#### FOR OFFICE USE ONLY

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**TRADEMARK**

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REEL: 002088 FRAME: 0958

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Expires 08/30/99  
OMB 0651-0027

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

**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)**

<input type="text" value="74/360563"/>	<input type="text" value="74/489801"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="74/365985"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="74/408129"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**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

*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.

*Laura J. Turczak* **TRADEMARK**  
REEL 002088 FRAME: 0959

**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 29<sup>th</sup> day of February, 2000.

**NATIONAL COLLEGIATE ATHLETIC ASSOCIATION**

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

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**

<b><u>MARK</u></b>	<b><u>CLASS</u></b>	<b><u>SERIAL NO.</u></b>	<b><u>FILING DATE</u></b>
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**

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

**PATTISHALL, McAULIFFE, NEWBURY, HILLIARD & GERALDSON**  
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WASHINGTON (202) 338-9349

**PLEASE RESPOND TO THE CHICAGO OFFICE**

**FAX COVER SHEET**

**TO:** U.S. Patent and Trademark Office - Assignment Branch  
**FAX NO:** (703) 306-5995  
**DATE:** August 3, 2000 **TIME:**  
**FROM:** Laura J. Turczak  
**RE:** National Collegiate Athletic Association - Assignment of Trademark Applications to March Madness Athletic Association, L.L.C.  
**FILE NO.:** 35200-00001  
**MESSAGE:** Attached is a Recordation Form Cover Sheet and Trademark Assignment document for the above-referenced transfer. Should any questions arise, please do not hesitate to contact me.

Pages : 5

**IF YOU DO NOT RECEIVE ALL OF THE PAGES PLEASE CONTACT  
Chris at (312) 554-8000 ext. 917**

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