

09-18-2000



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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

8.15.00

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

Name  Execution Date  
Month Day Year

Formerly

74500022

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)

Individual  General Partnership  Limited Partnership  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.)

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

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09/18/2000 MTHAI1 00000193 74500022

01 FC:481 40.00 OP  
02 FC:482 25.00 OP

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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  
REEL: 002138 FRAME: 0496

**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="74/500022"/>	<input type="text" value="74/623925"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<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  
Name of Person Signing

*Laura J. Turczak*  
Signature

8/15/00

Date Signed

CERTIFICATE OF EXPRESS MAIL UNDER 37 CFR 1.10

"Express Mail" Mailing Label Number: EL415647066US

Date of Deposit: August 15, 2000

I, Christine Smola, hereby certify that the document to which this Certificate is affixed is being deposited with the United States Postal Service as Express Mail, postage prepaid, in an envelope addressed to: Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231 on the Date of Deposit shown above.

*Christine Smola*

TRADEMARK

REEL: 002138 FRAME: 0497

08/03/2000

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FORM PTO-1618A  
Expires 08/30/01  
OMB 0661-0027

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 # \_\_\_\_\_
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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 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

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

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FORM PTO-1618B Expires 06/30/03 OMB 0651-0027 Page 2 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: (312) 554-8000

Name: Douglas N. Masters, Esq.

Address (line 1): Pattishall, McAuliffe, Newbury, Hilliard & Geraldson

Address (line 2): 311 S. 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. # 2

**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)		
73/500022	74/623925		1571340	1873048	
74/502120	74/623924		1866144		
74/521491	75/109860		1870486		

**Number of Properties** Enter the total number of properties involved. # 10

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$ 265.00

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: # 16-0650

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 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: H. David Fry  
Name: H. 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**

<b><u>MARK</u></b>	<b><u>CLASSES</u></b>	<b><u>SERIAL NO.</u></b>	<b><u>FILING DATE</u></b>
AMERICA'S ORIGINAL MARCH MADNESS	41	<sup>4</sup> <del>75</del> /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**

<b><u>MARK</u></b>	<b><u>CLASSES</u></b>	<b><u>REG. NO.</u></b>	<b><u>REG. DATE</u></b>
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