

11-07-2000

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



101508009

**RECORDATION FORM COVER SHEET  
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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
- ☐ Change of Name
- ☐ Other
- Effective Date  
Month Day Year  
 07  01  00

**Conveying Party**

☐ Mark if additional names of conveying parties attached

Name  USA Collegiate, LP

Execution Date  
Month Day Year

Formerly

75637291

☐ Individual ☐ General Partnership ☒ Limited Partnership ☐ Corporation ☐ Association

☐ Other

☒ Citizenship/State of Incorporation/Organization  Texas

**Receiving Party**

☐ Mark if additional names of receiving parties attached

Name  Universal Sports America, Inc.

DBA/AKA/TA

Composed of

Address (line 1)  12221 Merit Drive, Suite 1325

Address (line 2)

Address (line 3)  Dallas

Texas

75251

City

State/Country

Zip Code

☐ Individual ☐ General Partnership ☐ Limited Partnership

☒ Corporation ☐ Association

☐ Other

☒ Citizenship/State of Incorporation/Organization  Delaware

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**

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
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**TRADEMARK**  
**REEL: 002168 FRAME: 0638**

**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.

J. Michael Hurst

Name of Person Signing



Signature

10.3.0

Date Signed

### Assignment of Trademarks

This Assignment of Trademarks is made and entered into by and between USA Collegiate, LP, a Texas Limited Partnership, located at 12221 Merit Drive, Suite 1325, Dallas, Texas 75251, ("Assignor"), and Universal Sports America, Inc., a Delaware Corporation located at 12221 Merit Drive, Suite 1325, Dallas, Texas 75251 ("Assignee").

WHEREAS, Assignor has adopted and is the exclusive owner of all right, title and interest in and to various United States trademark applications and registrations as set forth on the attached "Schedule of Trademarks", which are referred to hereinafter as the Marks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Marks, along with the goodwill associated therewith.

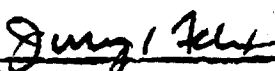
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill symbolized by the Marks, and the registrations, applications and/or common law uses thereof, *nunc pro tunc*, effective as of July 1, 2000.

IN WITNESS WHEREOF, the parties have caused this instrument to be duly executed as of the day and year first written above.

USA Collegiate, LP

Universal Sports America, Inc.


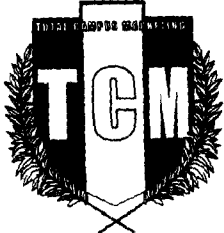

  
By \_\_\_\_\_



  
By \_\_\_\_\_

Jerry L. Felix  
Chief Financial Officer of USA I, Inc.,  
the general partner of USA Collegiate, LP

Jerry L. Felix  
Chief Financial Officer

# Schedule of Trademarks

MARK	OWNER	GOODS	STATUS
<p>LONE STAR SHOWDOWN &amp; design</p> 	USA Collegiate, LP	Marketing, advertising and promoting football games of others.	<p><i>Registered</i> Reg.# - 2,249,983 Reg. - 06.01.99</p>
<p>TCM TOTAL CAMPUS MARKETING &amp; design</p> 	USA Collegiate, LP	<p>Publications, namely, brochures and pamphlets regarding on campus marketing opportunities. Promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with colleges; and consulting services related thereto; organizing and promoting promotional programs on college campuses; and arranging for advertisements for others in and for college publications, radio programming, television programming, and on-campus signage. Entertainment services, namely, organizing sporting events and contests.</p>	<p>Published - ITU Ser.# - 75/637290 Published - 01.11.00</p>
<p>TEXAS BOWL &amp; design</p> 	USA Collegiate, LP	Marketing, advertising and promoting football games of others.	<p><i>Registered</i> Reg.# - 2,160,800 Reg. - 05.26.98</p>

MARK	OWNER	GOODS	STATUS
TEXAS BOWL & design 	USA Collegiate, LP	T-shirts, sweat shirts, sweat pants, shorts, tank tops, jerseys, sport shirts, pants, warmup suits, jackets, rain coats, hats, and caps.	<i>Registered</i> Reg.# - 2,092,094 Reg. - 08.26.97
TEXAS FOOTBALL CLASSIC & design 	USA Collegiate, LP	Marketing, advertising and promoting football games of others.	Published Ser.# - 75/812865 Published - 05.16.00