

11-07-2000



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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 10-4-00

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

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 a separate document from Assignment.)

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Pages

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

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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

J. Michael Hurst

10.3.0

Name of Person Signing

Signature

Date Signed

Assignment of Trademarks

This Assignment of Trademarks is made and entered into by and between Universal Sports America, Inc., a Delaware Corporation, located at 12221 Merit Drive, Suite 1325, Dallas, Texas 75251, ("Assignor"), and Host Communications, Inc., a Kentucky Corporation located at 346 East Main Street, Lexington, Kentucky 40506 ("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.

Universal Sports America, Inc.

Host Communications, Inc.




Jerry L. Felix
By




Jerry L. Felix
By


Jerry L. Felix
Chief Financial Officer

Jerry L. Felix
Chief Financial Officer

Schedule of Trademarks

MARK	OWNER	GOODS	STATUS
<p>USA UNIVERSITY SPORTS AMERICA & design</p> 	<p>Universal Sports America, Inc.</p>	<p>Clothing, namely shirts, jackets and caps. Promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with collegiate athletic events, promoting sports competitions and events for others and consulting services related thereto.</p>	<p><i>Registered</i> Reg.# - 2,050,015 Reg. - 04.01.97</p>
<p>USA UNIVERSITY SPORTS AMERICA & design</p> 	<p>Universal Sports America, Inc.</p>	<p>Pre-recorded videotapes featuring athletic events. Publishing services, namely publishing athletic programs for others.</p>	<p><i>Registered</i> Reg.# - 2,016,408 Reg. - 11.12.96</p>
<p>LONE STAR SHOWDOWN & design</p> 	<p>USA Collegiate, LP</p>	<p>Marketing, advertising and promoting football games of others.</p>	<p><i>Registered</i> Reg.# - 2,249,983 Reg. - 06.01.99</p>

MARK	OWNER	GOODS	STATUS
<p>TCM TOTAL CAMPUS MARKETING & design</p> 	<p>USA Collegiate, LP</p>	<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 & design</p> 	<p>USA Collegiate, LP</p>	<p>Marketing, advertising and promoting football games of others.</p>	<p><i>Registered</i> Reg.# - 2,160,800 Reg. - 05.26.98</p>
<p>TEXAS BOWL & design</p> 	<p>USA Collegiate, LP</p>	<p>T-shirts, sweat shirts, sweat pants, shorts, tank tops, jerseys, sport shirts, pants, warmup suits, jackets, rain coats, hats, and caps.</p>	<p><i>Registered</i> Reg.# - 2,092,094 Reg. - 08.26.97</p>

MARK	OWNER	GOODS	STATUS
TEXAS FOOTBALL CLASSIC & design 	USA Collegiate, LP	Marketing, advertising and promoting football games of others.	Published Ser.# - 75/812865 Published - 05.16.00