

08-06-2002

Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

College World Series of
Omaha, Inc.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation-State
☒ Other Not for profit organization

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: July 18, 2002

2. Name and address of receiving party(ies)

Name: National Collegiate
Internal Athletic AssociationAddress: One NCAA Plaza
Street Address: 700 West Washington St.City: Indianapolis State: IN Zip: 46204

- ☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☐ Corporation-State _____
☒ Other Unincorporated association

If assignee is not domiciled in the United States, a domestic
 representative designation is attached: ☐ Yes ☒ No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,579,140Additional number(s) attached ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Roberta L. ChristensenInternal Address: Koley Jessen, P.C.A Limited Liability OrganizationStreet Address: One Pacific Place1125 S. 103rd St., Ste. 800City: Omaha State: NE Zip: 681246. Total number of applications and registrations involved: 517. Total fee (37 CFR 3.41).....\$ 40.00

- ☒ Enclosed
☒ Authorized to be charged to deposit account

8. Deposit account number:

50-0771

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Roberta L. Christensen

Name of Person Signing

Signature

Date

7/22/022

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patent & Trademarks, Box Assignments
 Washington, D.C. 20231

08/05/2002 TDIAZ1 00000020 2579140

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TRADEMARK
REEL: 002555 FRAME: 0346

ASSIGNMENT OF TRADEMARK

WHEREAS, College World Series of Omaha, Inc., a Nebraska not for profit corporation, ("ASSIGNOR"), having a principal place of business at 5010 Dodge Street, Omaha, NE 68132-6747 and a mailing address of P. O. Box 3307, Omaha, NE 68103-3307, has adopted and used the trademark "THE ROAD TO OMAHA" (the "MARK") which is registered in the United States Patent and Trademark Office as Registration No. 2,579,140, dated June 11, 2002; and

WHEREAS, The National Collegiate Athletic Association, an Indiana unincorporated association ("ASSIGNEE") having a principal place of business at One NCAA Plaza, 700 West Washington Street, Indianapolis, IN 46204 and a mailing address of P.O. Box 6222, Indianapolis, IN 46202-6222 is desirous of acquiring the entire right, title and interest in and to said MARK.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto the said ASSIGNEE all right, title and interest in the MARK, together with the goodwill of the business pertaining thereto and in the Registration No. 2,579,140, and the right to sue for and collect for all claims for damages by reason of past infringement of said MARK and the registration thereof, the same to be held and enjoyed by ASSIGNEE, its successors and assigns.

College World Series of Omaha, Inc.

By: [Signature]
Jack D. Diesing, Jr.

Title: President

Date: July 18, 2002

State of Nebraska)
) ss.
County of Douglas)

On this 18th day of July, 2002, before me, a Notary Public in and for the State and County aforesaid, came JOHN D. DIESING, JR., who being duly sworn, did depose and say that he is the PRESIDENT of College World Series of Omaha, Inc., the corporation described in the foregoing instrument and that he executed said instrument on behalf of said corporation with full authority to do so.

[Signature]
Notary Public

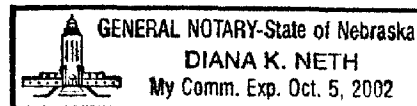


EXHIBIT A

186295.1

RECORDED: 07/31/2002

TRADEMARK
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