

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
STUDENT ADVANTAGE, INC.		03/15/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	College Sports Online, Inc.
Street Address:	Chelsea Piers, Pier 62
Internal Address:	Suite 316
City:	New York
State/Country:	NEW YORK
Postal Code:	10011
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7		
Property Type	Number	Word Mark
Registration Number:	2716769	OFFICIAL COLLEGE SPORTS NETWORK
Registration Number:	2680905	OCSN
Registration Number:	2680904	OCSN
Registration Number:	2320066	FANS ONLY
Registration Number:	2528226	FANSEATS
Registration Number:	2272757	U-WIRE
Registration Number:	2291427	YOUR TICKET TO COLLEGE SPORTS

CORRESPONDENCE DATA	
Fax Number:	(212)261-9864
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	212-541-2064
Email:	tjbraverman@bryancave.com
Correspondent Name:	Todd Braverman, Esq.
Address Line 1:	1290 Avenue of the Americas
Address Line 4:	New York, NEW YORK 10104

CH \$190.00 2716769

ATTORNEY DOCKET NUMBER:

NCSN ASSIGNMENT

NAME OF SUBMITTER:

Todd Braverman, Esq.

Total Attachments: 1

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SERVICE MARK ASSIGNMENT AGREEMENT


SERVICE MARK ASSIGNMENT AGREEMENT, dated March 15, 2004, between Student Advantage, Inc. (hereinafter referred to as "Seller"), a Delaware corporation having its principal place of business at 280 Summer Street, Boston MA 02210; and College Sports Online, Inc., (hereinafter referred to as "Purchaser"), as assignee of NCSN, Inc., a Delaware corporation having its principal place of business at Chelsea Piers, Pier 62, Suite 316, New York, NY 10011.

WHEREAS, Seller is the owner of the service mark registrations and applications listed on the attached Schedule A (hereinafter referred to as the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Seller does hereby assign, sell, transfer and convey unto Purchaser all of the Seller's right, title and interest in and to the Marks, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, free and clear of any and all Security Interests, as defined in the Purchase and Sale Agreement, dated as of November 18, 2003 (the "Purchase Agreement").

IN WITNESS WHEREOF, the undersigned has duly executed this Service Mark Assignment Agreement for and on behalf of Seller on the day and year first above written.

STUDENT ADVANTAGE, INC.

By 
Name: Sevin M. Berry
Title: Chief Financial Officer and
Assistant Treasurer