

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
| EFFECTIVE DATE: | 01/12/2005 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--|----------|----------------|-----------------------------|
| National Collegiate Athletic Association | | 01/12/2005 | Unincorporated Association: |

RECEIVING PARTY DATA

| | |
|-----------------|---|
| Name: | March Madness Athletic Association, LLC |
| Street Address: | 2715 McGraw Drive |
| City: | Bloomington |
| State/Country: | ILLINOIS |
| Postal Code: | 61704 |
| Entity Type: | Limited Liability Company: |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------------|---------|---------------|
| Registration Number: | 2381909 | MUNCH MADNESS |

CORRESPONDENCE DATA

Fax Number: (312)674-4779
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 312/674-4780
 Email: dmasters@loeb.com
 Correspondent Name: Douglas N. Masters
 Address Line 1: 200 South Wacker Drive
 Address Line 2: Suite 3100
 Address Line 4: Chicago, ILLINOIS 60606

| | |
|--------------------|-------------------|
| NAME OF SUBMITTER: | Douglas Masters |
| Signature: | /douglas masters/ |

Date:

01/18/2005

Total Attachments: 1
source=assign#page1.tif

TRADEMARK ASSIGNMENT

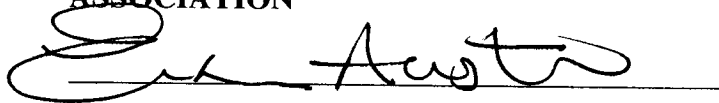
WHEREAS, the National Collegiate Athletic Association, an unincorporated association located and doing business at P.O. Box 6222, Indianapolis, Indiana 46222 (the "Assignor"), owns all the right, title and interest in and to the trademark MUNCH MADNESS ("Trademark"), together with the goodwill symbolized by and associated with the Trademark, including U.S. Registration No. 2,381,909;

WHEREAS, March Madness Athletic Association, L.L.C. ("Assignee"), an Illinois limited liability company located and doing business at 2715 McGraw Drive, Bloomington, IL 61704, desires to acquire all of Assignor's right, title and interest in and to the Trademark, together with the goodwill symbolized by and associated with the Trademark, including U.S. Registration No. 2,381,909;

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Trademark, together with the goodwill symbolized by and associated with the Trademark, including U.S. Registration No. 2,381,909.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademark, together with the goodwill symbolized by and associated with the Trademark, including U.S. Registration No. 2,381,909.

**NATIONAL COLLEGIATE ATHLETIC
ASSOCIATION**



Name: Erika Austin

Title: Manager of Brand Licensing

Date: January 12, 2005

CH25339.1
40108600001
01/11/2005 mw