

07/06/2005
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U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

Form TPO-1594 (Rev. 03/03)
OMB Collection 0851-0027 (exp. 8/30/2006)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

- Individual(s)
- General Partnership
- Corporation- State: Massachusetts
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____
Additional names of conveying parties attached? Yes No

3. Nature of conveyance (Execution Date(s) :

- Execution Date(s) June 8, 2005
- Assignment
 - Security Agreement
 - Other _____
 - Merger
 - Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: NATIONAL COLLEGIATE ATHLETIC ASSOCIATION
 Internal
 Address: ONE NCAA PLAZA
 Street Address: 700 WEST WASHINGTON STREET
 City: INDIANAPOLIS
 State: INDIANA
 Country: U.S.A. Zip: 46206-6222

- Association Citizenship INDIANA
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other _____ Citizenship _____

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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)
781597368

B. Trademark Registration No.(s)

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):
"FIRST FOUR", FILED March 29, 2005

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

Name: DEBORAH A. BASILE, ESQ.
 Internal Address: C/O DOHERTY, WALLACE, PILLSBURY & MURPHY, P.C.
 Street Address: ONE MONARCH PLACE, SUITE 1800
 City: SPRINGFIELD
 State: MASSACHUSETTS Zip: 01144-1000
 Phone Number: 413.733.8111
 Fax Number: 413.734.8810
 Email Address: dbasila@doherty.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
 Expiration Date _____
 b. Deposit Account Number _____
 Authorized User Name _____

9. Signature:

Deborah A. Basile
Signature

JUNE 8, 2005
Date

DEBORAH A. BASILE
Name of Person Signing

Total number of pages including cover sheet, attachments, and document 3

Submittals to the Assignment Recording Service should arrive by noon on (703) 556-2880, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT OF TRADEMARK

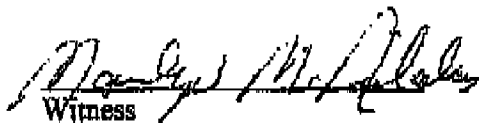
WHEREAS, Naismith Memorial Basketball Hall of Fame, a Massachusetts Corporation with an address of 1000 West Columbus Avenue, Springfield, Massachusetts 01105 is the applicant for registration of the trademark, "First Four", Serial Number 78/597366, filed March 29, 2005 and;

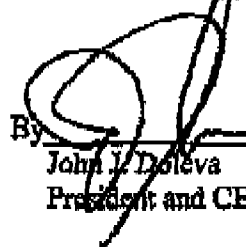
WHEREAS, National Collegiate Athletic Association of One NCAA Plaza, 700 West Washington Street, P.O. Box 6222, Indianapolis, IN 46206-6222 is desirous of acquiring the exclusive right of ownership to this trademark application;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Naismith Memorial Basketball Hall of Fame does hereby assign to National Collegiate Athletic Association, the Trademark, "First Four", Serial Number 78/597366 including all rights, title and interest in and to the Trademark including the goodwill of the business symbolized by the Trademark and the right to re-assign the Trademark.

Signed as a sealed instrument as of this ^{June} 3rd day of May 2005.

Naismith Memorial Basketball Hall of Fame


Witness

By 
John J. Doleva
President and CEO

COMMONWEALTH OF MASSACHUSETTS

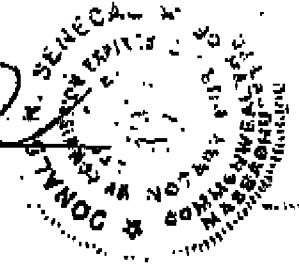
Hampden County

June
May , 2005

Then personally appeared the above-named **JOHN J. DOLEVA**, **PRESIDENT + CEO** of Naismith Memorial Basketball Hall of Fame and acknowledged the foregoing instrument to be his free act and deed, and the free act and deed of Naismith Memorial Basketball Hall of Fame before me



Notary Public
My Commission Expires:



DONALD R. SENECA, Notary Public
Commonwealth of Massachusetts
My Commission Expires Dec. 15, 2011

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