

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wachovia Bank, National Association		12/30/2005	National Association:
RECEIVING PARTY DATA			
Name:	Host Communications, Inc.		
Street Address:	546 East Main Street		
City:	Lexington		
State/Country:	KENTUCKY		
Postal Code:	40508		
Entity Type:	CORPORATION: KENTUCKY		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	2444210	MARCH TO MARCH	
Registration Number:	2580079	SOUTHEASTERN FOOTBALL'S TAILGATE TALK	
Registration Number:	1576715	SPORTS	
Registration Number:	2482721	TAKE A KID TO THE GAME	
Registration Number:	2092094	TEXAS BOWL	
Registration Number:	2160800	TEXAS BOWL	
Registration Number:	2375352	TEXAS FOOTBALL CLASSIC	
Registration Number:	1844508	HOOP-IT-UP	
Registration Number:	1589427	HOOP-IT-UP	
Registration Number:	2589663	TAILGATE TALK	
Registration Number:	2191174		
Registration Number:	1286347	H	
Registration Number:	2662889	H	

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TRADEMARK
REEL: 003219 FRAME: 0191

Registration Number:	1286348	HOST COMMUNICATIONS
Registration Number:	2662888	HOST COMMUNICATIONS
Registration Number:	2732418	TCM TOTAL CAMPUS MARKETING

CORRESPONDENCE DATA

Fax Number: (919)755-6096

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 919-755-2109

Email: mtepper@wcsr.com

Correspondent Name: Maury M. Tepper, III

Address Line 1: PO Box 831

Address Line 4: Raleigh, NORTH CAROLINA 27602

NAME OF SUBMITTER:	Maury M. Tepper, III
Signature:	/Maury M. Tepper, III/
Date:	01/03/2006

Total Attachments: 5

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RELEASE OF SECURITY INTEREST IN UNITED STATES TRADEMARKS

This Release of Security Interest ("Release"), dated the 30th day of December, 2005, is entered into by and between Host Communications, Inc. ("Host"), a Kentucky corporation, and Wachovia Bank, National Association, as administrative agent (in such capacity, the "Administrative Agent") for itself, the Issuing Banks and the Lenders (as such terms are defined below) and their successors and assigns (collectively, the "Secured Parties").

WHEREAS, BR Holding, Inc., a Georgia corporation, Capital Sports Properties, Inc., a Delaware corporation, Host Communications, Inc., a Kentucky corporation, and Datasouth Computer Corporation, a Delaware corporation, as borrowers (each a "Borrower" and collectively, the "Borrowers"), Bull Run Corporation, a Georgia corporation (the "Parent"), as a guarantor, the lenders signatory thereto, Bank of America, N.A. and Bank One, Kentucky, NA, as issuing banks, Wachovia Bank, National Association (formerly known as First Union National Bank), as syndication agent, and Bank of America, N.A., as administrative agent (the "Original Administrative Agent"), are parties to that certain Credit Agreement dated as of December 17, 1999, as amended and restated by that certain Amended and Restated Credit Agreement dated as of July 27, 2001, as further amended and restated by that certain Second Amended and Restated Credit Agreement dated as of October 11, 2002 whereby the Administrative Agent was substituted for the Original Administrative Agent and as further amended and restated by that Third Amended and Restated Credit Agreement dated as of October 18, 2004 (as the same may be amended, restated, supplemented or otherwise modified from time to time, the "Credit Agreement");

WHEREAS, to secure, among other things, the Obligations (as defined in the Credit Agreement), Host, Universal Sports America, Inc., a Delaware corporation, Datasouth Computer Corporation, a Delaware corporation, and USA Collegiate, L.P., a Texas limited partnership, executed and delivered in favor of the Original Administrative Agent that certain Trademark Security Agreement dated as of December 17, 1999, as amended and restated by that certain Amended and Restated Trademark Security Agreement dated as of July 27, 2001 between Host, for itself and as successor by merger to Universal Sports America, Inc., and USA Collegiate, L.P., and the Original Administrative Agent, as further amended and restated by that certain Second Amended and Restated Trademark Security Agreement dated as of October 11, 2002 between Host and the Administrative Agent whereby the Administrative Agent was substituted for the Original Administrative Agent and as further amended and restated by that certain Third Amended and Restated Trademark Security Agreement dated as of October 18, 2004 (the "Trademark Security Agreement");

WHEREAS, in connection with the Credit Agreement, Host agreed to grant the Administrative Agent a security interest in the trademarks set forth on Schedule A hereto, pursuant to the Trademark Security Agreement which was recorded with the Assignment Division of the United States Patent and Trademark Office on October 21, 2004, at Reel 002962, Frame 0866;

WHEREAS, the Obligations and promissory notes have been paid and satisfied in full and the Administrative Agent desires to evidence the release of the security interest; and

WHEREAS, the parties desire to confirm the release of the security interest.

NOW THEREFORE, in consideration of the foregoing recitals (which are incorporated into and made a part of this Release), the covenants set forth below and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Release of Security Interest. The Administrative Agent hereby releases, terminates and extinguishes the existing security interest in and lien held over all of Host's right, title and interest in and to the following: (a) trademarks, trade names, registered trademarks, trademark applications, service marks, registered service marks, and service mark applications, including, without limitation, the trademarks, trade names registered trademarks, trademark applications, service marks, registered service marks and service mark applications set forth on Schedule A hereto, and (b) all renewals thereof, (c) all income, royalties, damages and payments now and hereafter due and/or payable under and with respect thereto, including, without limitation, payments under all licenses entered into in connection therewith and damages and payments for past or future infringements or dilutions thereof, (d) the right to sue or otherwise recover for past, present and future infringements and dilutions thereof, (e) the goodwill of Host's business symbolized by the foregoing and connected therewith and (f) all of Host's rights corresponding thereto throughout the world (all of the foregoing items described in clauses (a)-(f) in this Paragraph 1, are hereinafter individually or collectively, as the case may be, referred to as the "Trademarks").

2. Further Assurances. The Administrative Agent agrees to take such further reasonable action as may be requested by Host and hereby authorizes Host, together with any of its employees, agents, representatives or counsel, to take or file any release necessary to effectuate and to confirm the release of the security interest and to acknowledge Host's ownership of all right, title and interest in and to the Trademarks.

[SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, the undersigned have executed this Release as of the date first written above.

WACHOVIA BANK, NATIONAL
ASSOCIATION, as Administrative Agent

By: *Franklin M. Wessinger*

Name: Franklin M. Wessinger

Title: Managing Director

STATE OF North Carolina

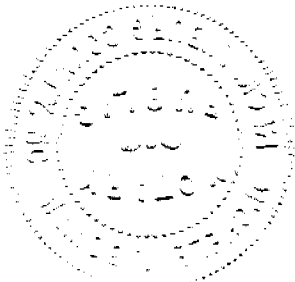
COUNTY OF Mecklenburg

The foregoing instrument was acknowledged before me this 29th day of December, 2005, by Franklin M. Wessinger, as Managing Director of WACHOVIA BANK, NATIONAL ASSOCIATION, a national banking association.

Michelle M. Bowen
Notary Public

[Notary Seal]

My Commission Expires: 2/16/2010



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SCHEDULE A

Trademark	Owner	Status
MARCH TO MARCH	Host Communications, Inc.	Registered Reg. No. 2,444,210
SOUTHEASTERN FOOTBALL TAILGATE TALK	Host Communications, Inc.	Registered Reg. No. 2,580,079
SPORTS & DESIGN	Host Communications, Inc.	Registered Reg. No. 1,576,715
TAKE A KID TO THE GAME	Host Communications, Inc.	Registered Reg. No. 2,482,721
TEXAS BOWL & DESIGN	Host Communications, Inc.	Registered Reg. No. 2,092,094
TEXAS BOWL & DESIGN	Host Communications, Inc.	Registered Reg. No. 2,160,800
TEXAS FOOTBALL CLASSIC & DESIGN	Host Communications, Inc.	Registered Reg. No. 2,375,352
HOOP-IT-UP	Host Communications, Inc	Registered Reg. No. 1,844,508
HOOP-IT-UP	Host Communications, Inc	Registered Reg. No. 1,589,427
TAILGATE TALK	Host Communications, Inc	Registered Reg. No. 2,589,663
(DESIGN ONLY)	Host Communications, Inc	Registered Reg. No. 2,191,174
H (DESIGN)	Host Communications, Inc	Registered Reg. No. 1,286,347
H (DESIGN)	Host Communications, Inc	Registered Reg. No. 2,662,889
HOST COMMUNICATIONS (STYLIZED)	Host Communications, Inc	Registered Reg. No. 1,286,348
HOST COMMUNICATIONS	Host Communications, Inc	Registered Reg. No. 2,662,888

Trademark	Owner	Status
TCM TOTAL CAMPUS MARKETING & DESIGN	Host Communications, Inc.	<i>Registered</i> Ser. No. 2,732,418