

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| EFFECTIVE DATE: | 04/19/2006 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| DirectTV, Inc. | | 04/19/2006 | CORPORATION: CALIFORNIA |
| 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: ILLINOIS | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2419844 | MEGA MARCH MANIA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (312)464-3111 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 312/464-3100 | | |
| Email: | dmasters@loeb.com | | |
| Correspondent Name: | Douglas N. Masters | | |
| Address Line 1: | 321 North Clark Street, Suite 2300 | | |
| Address Line 2: | Loeb & Loeb LLP | | |
| Address Line 4: | Chicago, ILLINOIS 60610 | | |
| ATTORNEY DOCKET NUMBER: | 401086-10018/MEGA MARCH | | |
| NAME OF SUBMITTER: | Douglas N. Masters | | |
| Signature: | /douglas n masters/ | | |

CH \$40.00 2419844

Date:

05/22/2006

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, DIRECTV, Inc., a California corporation, having a place of business at 2230 E. Imperial Highway, El Segundo, California 90245 (“Assignor”) is the owner of U.S. Trademark Registration No. 2,419,844 of the trademark MEGA MARCH MANIA (the “Mark”);

WHEREAS, March Madness Athletic Association LLC, an Illinois limited liability company, having a place of business at 2715 McGraw Drive, Bloomington, Illinois 61704 (“Assignee”) desires to acquire the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, the entire right, title and interest, throughout the world, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by the Mark, and all corresponding registrations and applications, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee. As of the date of execution of this assignment, any and all costs which are incurred in association with the enforcement of rights in the Mark in any manner will be paid by the Assignee.

Assignor hereby consents to the recordation of this assignment in any applicable country.

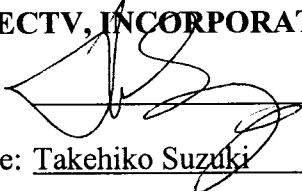
Assignor represents and warrants that it is the owner of the Mark, and has not previously transferred or otherwise encumbered the rights being assigned to Assignee.

Assignee hereby accepts the assignment of the Mark, applications, and registrations and all other rights described in this assignment.

The individuals signing this document on behalf of corporate entities represent and declare that they are authorized to execute this document on behalf of such corporate entities.

IN WITNESS WHEREOF, this Assignment is effective this 19th day of April, 2006.

DIRECTV, INCORPORATED

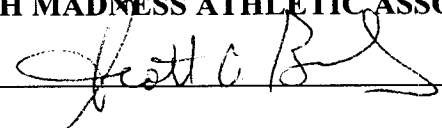
By:  _____

Name: Takehiko Suzuki

Title: Vice President

Date: April 19, 2006

MARCH MADNESS ATHLETIC ASSOCIATION LLC

By:  _____

Name: Scott A. Bearby

Title: MANAGER

Date: Apr 3, 2006