

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
Bank of America, N.A.		11/15/2007	National Banking Association: UNITED STATES

RECEIVING PARTY DATA

Name:	Host Communications, Inc.
Street Address:	546 E. Main Street
City:	Lexington
State/Country:	KENTUCKY
Postal Code:	40508
Entity Type:	CORPORATION: KENTUCKY

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	1576715	SPORTS
Registration Number:	1949619	HISTORICALLY BLACK COLLEGIATE COALITIONHBCC
Registration Number:	1930315	U FOLLOW THE CHAMPION
Registration Number:	1997683	STOP HACKIN' QUIT CRYIN' PLAY BALL
Registration Number:	2249983	LONE STAR SHOWDOWN
Serial Number:	75234291	THE POWER OF ONE
Registration Number:	2241083	HOOP-D-DO
Serial Number:	75266817	WHO'S GOT NEXT
Registration Number:	2321293	GET OUT OF THE CROWD AND INTO THE GAME!
Registration Number:	2428957	LET-IT-FLY
Registration Number:	2375352	TEXAS FOOTBALL CLASSIC
Registration Number:	2444210	MARCH TO MARCH
Registration Number:	2050015	USA UNIVERSITY SPORTS AMERICA
Serial Number:	76025164	KICK-IT-UP

OP \$440.00 1576715

Serial Number:	76066033	REV-IT-UP
Registration Number:	2580079	SOUTHEASTERN FOOTBALL'S TAILGATE TALK
Serial Number:	76166188	TOUCHDOWN KENTUCKY

CORRESPONDENCE DATA

Fax Number: (513)977-8141
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 513-877-8503
Email: emily.judge@dinslaw.com
Correspondent Name: Emily M. Judge
Address Line 1: 255 E. Fifth St.
Address Line 4: Cincinnati, OHIO 45202

ATTORNEY DOCKET NUMBER:	20728-166
NAME OF SUBMITTER:	Emily M. Judge
Signature:	/emily m. judge/
Date:	11/15/2007

Total Attachments: 3
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RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE dated October 23, 2007 (this "Release") is made by Bank of America, N. A., as administrative agent with a place of business at 600 Peachtree Street, NE, Suite 1300, Atlanta, Georgia 30308 (the "Secured Party") of a Trademark Security Agreement dated July 27, 2001 and recorded on July 31, 2001 in the records of the United States Patent and Trademark Office Assignment Branch at Trademark Reel/Frame 002344/0029 (the "Security Agreement"), between the Secured Party and Host Communications, Inc. (referred to herein as "Debtor").

WITNESSETH:

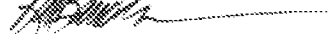
WHEREAS, pursuant to the Security Agreement, the Debtor granted to the Secured Party, on behalf of itself and as administrative agent for certain other lenders, a security interest in certain of Debtor's United States trademarks and trademark applications and registrations and, in particular, certain trademarks set forth on the attached Schedule A (the "Trademarks"); and

WHEREAS, the Secured Party wishes to: (i) release all of its security interest covering the Trademarks; (ii) restore all right, title, and interest in and to the Trademarks to the applicable Debtor; and (iii) dissolve any and all liens and encumbrances respecting the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Secured Party does hereby release its security interest in the Trademarks, and discharges, quitclaims and relinquishes unto Debtor (in each case without recourse and without representation or warranty of any kind or nature, express or implied) any and all rights, title and interest it has in and to the Trademarks.

IN WITNESS WHEREOF, the Secured Party has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date and year first written above.

BANK OF AMERICA, N.A.

By: 
Name: Ken Bauchle
Title: Senior Vice President

STATE OF GEORGIA)
)
COUNTY OF FULTON)

Before me, the undersigned authority, personally appeared Ken Bauchle, known to me to be a SVP of Bank of America, N.A. and the person whose name is subscribed to the foregoing instrument and acknowledged to me that she executed the same for the purposes and consideration therein expressed, on this 15th day of ~~October~~, 2007.
November

Pamela B. West
NOTARY PUBLIC IN AND FOR THE
STATE OF GEORGIA

Pamela B. West
Notary Public Henry County, Georgia
My Commission Expires May 13, 2011

SCHEDULE A
TO
RELEASE OF SECURITY INTERESTS IN TRADEMARKS

1	Serial #	<u>73731878</u>	Filing Dt:	05/31/1998	Reg#	<u>1576715</u>	Reg. Dt:	01/09/1990
	Mark:	SPORTS						
2	Serial #	<u>74520900</u>	Filing Dt:	05/09/1994	Reg#	<u>1949619</u>	Reg. Dt:	01/16/1996
	Mark:	HISTORICALLY BLACK COLLEGE COALITIONH						
3	Serial #	<u>74541630</u>	Filing Dt:	06/23/1994	Reg#	<u>1930315</u>	Reg. Dt:	10/24/1995
	Mark:	U FOLLOW THE CHAMPION						
4	Serial #	<u>74605739</u>	Filing Dt:	12/02/1994	Reg#	<u>1997683</u>	Reg. Dt:	08/27/1996
	Mark:	STOP HACKIN' QUIT CRYIN' PLAY BALL						
5	Serial #	<u>75149330</u>	Filing Dt:	08/13/1996	Reg#	<u>2249983</u>	Reg. Dt:	06/01/1999
	Mark:	LONE STAR SHOWDOWN						
6	Serial #	<u>75234291</u>	Filing Dt:	01/31/1997	Reg#	<u>NONE</u>	Reg. Dt:	
	Mark:	THE POWER OF ONE						
7	Serial #	<u>75234781</u>	Filing Dt:	01/29/1997	Reg#	<u>2241083</u>	Reg. Dt:	04/20/1999
	Mark:	HOOP-D-DO						
8	Serial #	<u>75266817</u>	Filing Dt:	03/31/1997	Reg#	<u>NONE</u>	Reg. Dt:	
	Mark:	WHO'S GOT NEXT						
9	Serial #	<u>75630335</u>	Filing Dt:	01/29/1999	Reg#	<u>2321293</u>	Reg. Dt:	02/22/2000
	Mark:	GET OUT OF THE CROWD AND INTO THE GAME!						
10	Serial #	<u>75768419</u>	Filing Dt:	08/03/1999	Reg#	<u>2428957</u>	Reg. Dt:	02/13/2001
	Mark:	LET-IT-FLY						
11	Serial #	<u>75812865</u>	Filing Dt:	10/01/1999	Reg#	<u>2375352</u>	Reg. Dt:	08/08/2000
	Mark:	TEXAS FOOTBALL CLASSIC						
12	Serial #	<u>75887644</u>	Filing Dt:	01/05/2000	Reg#	<u>2444210</u>	Reg. Dt:	04/17/2001
	Mark:	MARCH TO MARCH						
13	Serial #	<u>75975721</u>	Filing Dt:	06/17/1994	Reg#	<u>2050015</u>	Reg. Dt:	04/01/1997
	Mark:	USA UNIVERSITY SPORTS AMERICA						
14	Serial #	<u>76025164</u>	Filing Dt:	04/12/2000	Reg#	<u>NONE</u>	Reg. Dt:	
	Mark:	KICK-IT-UP						
15	Serial #	<u>76065033</u>	Filing Dt:	06/07/2000	Reg#	<u>NONE</u>	Reg. Dt:	
	Mark:	REV-IT-UP						
16	Serial #	<u>76123409</u>	Filing Dt:	09/05/2000	Reg#	<u>2580079</u>	Reg. Dt:	06/11/2002
	Mark:	SOUTHEASTERN FOOTBALL'S TAILGATE TALK						
17	Serial #	<u>76166188</u>	Filing Dt:	11/16/2000	Reg#	<u>NONE</u>	Reg. Dt:	
	Mark:	TOUCHDOWN KENTUCKY						