

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	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**

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

<b>Name:</b>	Universal Sports America, Inc.
<b>Street Address:</b>	546 E. Main Street
<b>City:</b>	Lexington
<b>State/Country:</b>	KENTUCKY
<b>Postal Code:</b>	40508
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>Name:</b>	USA Collegiate, L.P.
<b>Street Address:</b>	546 E. Main Street
<b>City:</b>	Lexington
<b>State/Country:</b>	KENTUCKY
<b>Postal Code:</b>	40508
<b>Entity Type:</b>	LIMITED PARTNERSHIP: TEXAS

<b>Name:</b>	USA I, Inc.
<b>Street Address:</b>	546 E. Main Street
<b>City:</b>	Lexington
<b>State/Country:</b>	KENTUCKY

OP \$640.00 1576715

Postal Code:	40508
Entity Type:	CORPORATION: DELAWARE

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

Name:	Streetball Sports Ventures Partners, L.P.
Street Address:	546 E. Main Street
City:	Lexington
State/Country:	KENTUCKY
Postal Code:	40508
Entity Type:	LIMITED PARTNERSHIP: TEXAS

Name:	Datasouth Computer Corporation
Street Address:	803 Camarillo Springs Road
Internal Address:	Suite D
City:	Camarillo
State/Country:	CALIFORNIA
Postal Code:	93012
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Registration Number:	1576715	SPORTS
Registration Number:	1286348	HOST COMMUNICATIONS
Registration Number:	1937512	HBCC
Registration Number:	1947403	HISTORICALLY BLACK COLLEGIATE COALITION
Registration Number:	1945619	K+
Registration Number:	2134835	TAKE A GIRL TO THE GAME
Registration Number:	2482721	TAKE A KID TO THE GAME
Registration Number:	1946226	THE SPORTS ZONE GOOD STUFF FOR THE SERIOUS SPORTS FAN
Registration Number:	2050015	USA UNIVERSITY SPORTS AMERICA
Registration Number:	2732418	TCM TOTAL CAMPUS MARKETING

Registration Number:	2016408	USA UNIVERSITY SPORTS AMERICA
Registration Number:	1283467	SANOSOL
Registration Number:	1949619	HISTORICALLY BLACK COLLEGIATE COALITIONHBCC
Registration Number:	1286347	H
Serial Number:	75412450	WSA WOMEN'S SPORTS AMERICA
Registration Number:	1832465	COURT OF DREAMS
Registration Number:	2179032	GOLF SKILLS CHALLENGE
Registration Number:	1844508	HOOP-IT-UP
Registration Number:	1589427	HOOP-IT-UP
Registration Number:	2092094	TEXAS BOWL
Registration Number:	2160800	TEXAS BOWL
Registration Number:	1827037	THE SKILLS CHALLENGE
Serial Number:	75630334	KICK-IT-UP
Registration Number:	2428957	LET-IT-FLY
Registration Number:	1928587	SPIKE-IT-UP

**CORRESPONDENCE DATA**

Fax Number: (513)977-8141  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 513-977-8200  
Email: emily.judge@dinslaw.com  
Correspondent Name: Emily M. Judge  
Address Line 1: 255 E. Fifth St.  
Address Line 2: Suite 1900  
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: 4  
source=Host TM Release Reel-Frame 002009-0598.doc#page1.tif  
source=Host TM Release Reel-Frame 002009-0598.doc#page2.tif  
source=Host TM Release Reel-Frame 002009-0598.doc#page3.tif  
source=Host TM Release Reel-Frame 002009-0598.doc#page4.tif

**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 December 17, 1999 and recorded on January 3, 2000 in the records of the United States Patent and Trademark Office Assignment Branch at Trademark Reel/Frame 002009/0598 (the "Security Agreement"), between the Secured Party, Host Communications, Inc., Universal Sports America, Inc., Datasouth Computer Corporation, USA Collegiate, L.P., USA I, Inc., Streetball Partners, Inc., and Streetball Sports Ventures Partners, L.P. (referred to collectively 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; and

WHEREAS, a security interest was mistakenly given and recorded in K+ (1945619) instead of HISTORICALLY BLACK COLLEGIATE COALITION HBCC (1949619), and in SANOSOL (1283467) instead of H or "H Logo" (1286347) the Secured Party wishes to: (i) release all of its security interest covering both sets of Trademarks; (ii) restore all right, title, and interest in and to both sets of Trademarks to the applicable Debtor; and (iii) dissolve any and all liens and encumbrances respecting both sets of 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 Bauchie

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 15<sup>th</sup> 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:	05/31/1988	Reg#	<u>1576715</u>	Reg. Dt:	01/09/1990
	Mark:	SPORTS ("Host Sports and Design")						
2	Serial #	<u>73398109</u>	Filing Dt:	09/30/1982	Reg#	<u>1286348</u>	Reg. Dt:	07/17/1984
	Mark:	HOST COMMUNICATIONS						
3	Serial #	<u>74492249</u>	Filing Dt:	02/22/1994	Reg#	<u>1937512</u>	Reg. Dt:	11/21/1995
	Mark:	HBCC						
4	Serial #	<u>74492250</u>	Filing Dt:	02/22/1994	Reg#	<u>1947403</u>	Reg. Dt:	01/09/1996
	Mark:	HISTORICALLY BLACK COLLEGIATE COALITION						
5	Serial #	<u>74622568</u>	Filing Dt:	01/18/1995	Reg#	<u>1945619</u>	Reg. Dt:	01/02/1996
	Mark:	K+ (intended to be HISTORICALLY BLACK COLLEGIATE COALITION HBCC (1949619))						
6	Serial #	<u>74731427</u>	Filing Dt:	09/20/1995	Reg#	<u>2134835</u>	Reg. Dt:	02/03/1998
	Mark:	TAKE A GIRL TO THE GAME						
7	Serial #	<u>75412434</u>	Filing Dt:	12/31/1997	Reg#	<u>2482721</u>	Reg. Dt:	08/28/2001
	Mark:	TAKE A KID TO THE GAME						
8	Serial #	<u>74450149</u>	Filing Dt:	10/25/1993	Reg#	<u>1946226</u>	Reg. Dt:	01/09/1996
	Mark:	THE SPORTS ZONE GOOD STUFF FOR THE SERIOUS SPORTS FAN						
9	Serial #	<u>75975721</u>	Filing Dt:	06/17/1994	Reg #	<u>2050015</u>	Reg. Dt:	4/1/1997
	Mark:	USA UNIVERSITY SPORTS AMERICA						
10	Serial #	<u>75637290</u>	Filing Dt:	2/ 9/1999	Reg #	<u>2732418</u>	Reg. Dt:	7/1/2003
	Mark:	TCM TOTAL CAMPUS MARKETING						
11	Serial #	<u>74642805</u>	Filing Dt:	3/6/1995	Reg #	<u>2016408</u>	Reg. Dt:	11/12/1996
	Mark:	USA UNIVERSITY SPORTS AMERICA						
12	Serial #	<u>73418091</u>	Filing Dt:	03/21/1983	Reg#	<u>1283467</u>	Reg. Dt:	06/26/1984
	Mark:	SANOSOL (intended to be H or "H Logo" (1286347))						
13	Serial #	<u>75412450</u>	Filing Dt:	12/31/1997	Reg#	<u>NONE</u>	Reg. Dt:	
	Mark:	WSA WOMEN'S SPORTS AMERICA						
14	Serial #	<u>74294941</u>	Filing Dt:	7/17/1992	Reg #	<u>1832465</u>	Reg. Dt:	4/19/1994
	Mark:	COURT OF DREAMS						
15	Serial #	<u>75097552</u>	Filing Dt:	5/2/1996	Reg #	<u>2179032</u>	Reg. Dt:	8/4/1998
	Mark:	GOLF SKILLS CHALLENGE						
16	Serial #	<u>74386450</u>	Filing Dt:	4/13/1993	Reg #	<u>1844508</u>	Reg. Dt:	7/12/1994
	Mark:	HOOP-IT-UP						
17	Serial #	<u>73815090</u>	Filing Dt:	7/27/1989	Reg #	<u>1589427</u>	Reg. Dt:	3/27/1990
	Mark:	HOOP-IT-UP						

18	Serial #	<u>75048584</u>	Filing Dt:	1/25/1996	Reg #	<u>2092094</u>	Reg. Dt:	8/26/1997
	Mark:	TEXAS BOWL						
19	Serial #	<u>75048492</u>	Filing Dt:	1/25/1996	Reg #	<u>2160800</u>	Reg. Dt:	5/26/1998
	Mark:	TEXAS BOWL						
20	Serial #	<u>74290966</u>	Filing Dt:	7/6/1992	Reg #	<u>1827037</u>	Reg. Dt:	3/15/1994
	Mark:	THE SKILLS CHALLENGE						
21	Serial #		Filing Dt:		Reg #	<u>TMA508068</u>	Reg. Dt:	
	Mark:	HOOP-IT-UP (Canada)						
22	Serial #		Filing Dt:		Reg #	<u>1700517</u>	Reg. Dt:	
	Mark:	HOOP-IT-UP (Spain)						
23	Serial #	<u>75630334</u>	Filing Dt:	1/29/1999	Reg #	<u>NONE</u>	Reg. Dt:	
	Mark:	KICK-IT-UP						
24	Serial #	<u>75768419</u>	Filing Dt:	8/3/1999	Reg #	<u>2428957</u>	Reg. Dt:	2/13/2001
	Mark:	LET-IT-FLY						
25	Serial #	<u>74449805</u>	Filing Dt:	10/22/1993	Reg #	<u>1928587</u>	Reg. Dt:	10/17/1995
	Mark:	SPIKE-IT-UP						

1431207v1