

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Host Communications, Inc.		11/29/2007	CORPORATION: KENTUCKY

RECEIVING PARTY DATA

Name:	The Board of Regents of The University of Oklahoma
Street Address:	660 Parrington Oval
Internal Address:	Suite 213
City:	Norman
State/Country:	OKLAHOMA
Postal Code:	73019
Entity Type:	State University: OKLAHOMA

Name:	The Board of Regents of The University of Texas System
Street Address:	201 West 7th Street
City:	Austin
State/Country:	TEXAS
Postal Code:	78701
Entity Type:	State Agency:

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78649932	RED RIVER RIVALRY

CORRESPONDENCE DATA

Fax Number: (404)615-6555

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

Phone: 404-815-6500

Email: lkemp@kilpatrickstockton.com

Correspondent Name: Alicia Grahn Jones, Stacy Raphael Stewart

Address Line 1: 1100 Peachtree Street, Suite 2800

OP \$40.00 78649932

900093547

TRADEMARK
REEL: 003672 FRAME: 0957

Address Line 2:	Kilpatrick Stockton LLP
Address Line 4:	Atlanta, GEORGIA 30309

NAME OF SUBMITTER:	Alicia Grahm Jones
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Signature:	/Alicia Grahm Jones/
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Date:	12/06/2007
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IN THE PATENT AND TRADEMARK OFFICE
BEFORE THE ASSIGNMENT DIVISION

ASSIGNOR: Host Communications, Inc.

ASSIGNEES: The Board of Regents of The University of Texas System and
The Board of Regents of The University of Oklahoma

TRADEMARK: RED RIVER RIVALRY (Serial No. 78/649,932)

WHEREAS, Host Communications, Inc. is the owner of Application Serial No. 78/649,932 of the mark RED RIVER RIVALRY;

WHEREAS, Host Communications, Inc. filed an Amendment to Allege Use for Application Serial No. 78/649,932 with the United States Patent and Trademark Office on February 27, 2007;

WHEREAS, The Board of Regents of The University of Texas System and The Board of Regents of The University of Oklahoma wish to acquire Application Serial No. 78/649,932, the mark underlying the application, and the goodwill and any common law rights associated with the mark;

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, Host Communications, Inc. assigns to The Board of Regents of The University of Texas System and The Board of Regents of The University of Oklahoma Application Serial No. 78/649,932, the mark underlying the application, and the goodwill and any common law rights associated with the mark.

HOST COMMUNICATIONS, INC.



Name: THOMAS J. STEITZ

Title: CEO

Date: 11/29/07