

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
Doddson Travel Agency, Inc.		03/31/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	North America Sports Media, Inc.		
Street Address:	520 Lake Cook Road, Suite 375		
Internal Address:	c/o Pfingsten Partners, L.L.C.		
City:	Deerfield		
State/Country:	ILLINOIS		
Postal Code:	60015		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2749325	DODDS ATHLETIC TOURS	
Registration Number:	2801730	DODDSON TRAVEL	
CORRESPONDENCE DATA			
Fax Number:	(312)577-4741		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-902-5665		
Email:	becky.williams@kattenlaw.com		
Correspondent Name:	Becky A. Williams		
Address Line 1:	525 W. Monroe Street, Suite 1900		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	333665-13		
NAME OF SUBMITTER:	Becky A. Williams		
Signature:	/baw/		

CH \$65.00 2749325

Date:

04/01/2008

Total Attachments: 3

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TRADEMARK ASSIGNMENT FROM
DODDSON TRAVEL AGENCY, INC. TO
NORTH AMERICA SPORTS MEDIA, INC.

This Trademark Assignment is made as of March 31 2008, by Doddson Travel Agency, Inc., a Delaware corporation (“**Assignor**”), having a principal place of business at 308 South Neil, Champaign, Illinois 61820, to North America Sports Media, Inc., a Delaware corporation (“**Assignee**”), having a principal place of business at c/o Pfingsten Partners, L.L.C., 520 Lake Cook Road, Suite 375, Deerfield, Illinois 60015.

WHEREAS, Assignor desires to transfer and assign to Assignee the trademarks set forth on **Schedule A**, (hereinafter the “**Marks**”), along with the goodwill of the business developed through the use of the Marks; and

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Marks, the federal registrations therefor, and the goodwill of the business connected with the use of and symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee its entire right, title, and interest in, to and under the Marks and the registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Marks. All rights and privileges associated with the Marks, including the right to sue for and receive all damages from any past or future infringements or other violations of the Marks, will be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

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SIGNATURE PAGE FOLLOWS.

SCHEDULE A

<i>MARK (LOGO)</i>	<i>REG. NO.</i>	<i>REG. DATE</i>	<i>STATUS</i>
DODDS ATHLETIC TOURS	2749325	August 12, 2003	<i>Registered</i>
DODDSON TRAVEL	2801730	January 6, 2004	<i>Registered</i>