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

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

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

Signature:	/baw/	
NAME OF SUBMITTER:	Becky A. Williams	
ATTORNEY DOCKET NUMBER:	333665-13	

TRADEMARK REEL: 003750 FRAME: 0300

900103041

274932

CH \$65

Date:	04/01/2008
Total Attachments: 3	
source=Doddson Trademark Assignment#p	age1.tif
source=Doddson Trademark Assignment#n	age2 tif

source=Doddson Trademark Assignment#page3.tif

TRADEMARK
REEL: 003750 FRAME: 0301

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 <u>Schedule A</u>, (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.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK. SIGNATURE PAGE FOLLOWS.

TRADEMARK REEL: 003750 FRAME: 0302 IN WITNESS WHEREOF, Assignor has executed this instrument.

DODDSON TRAVEL AGENCY, INC. Name: Christine C. Bruce Title: President , 2008, before me personally appeared Christine C. Bruce, the President of Doddson Travel Agency, Inc., a Delaware corporation, known to me as

the same individual whose name is subscribed to the foregoing instrument, and acknowledged that she executed the foregoing instrument in her free and voluntary act for the uses and purposes set forth herein.

OFFICIAL SEAL

STATE OF ILLINOIS

COUNTY OF <u>Champaign</u>

"OFFICIAL SEAL" Lisa Slade

On this 31 day of March

Notary Public, State of Illinois My Commission Exp. 09/27/2009

My Commission Expires

Signature Page to Trademark Assignment

TRADEMARK REEL: 003750 FRAME: 0303

SCHEDULE A

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

TRADEMARK
REEL: 003750 FRAME: 0304

RECORDED: 04/01/2008