

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
North America Sports Media, Inc.		04/28/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Associated Bank		
Street Address:	401 East Kilbourn Avenue		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53202		
Entity Type:	National Association:		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2749325	DODDS ATHLETIC TOURS	
Registration Number:	2801730	DODDSON TRAVEL	
CORRESPONDENCE DATA			
Fax Number:	(414)298-8097		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	414-298-1000		
Email:	klee@reinhartlaw.com		
Correspondent Name:	Kent A. Lee		
Address Line 1:	1000 North Water Street		
Address Line 2:	Suite 2100		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Kent A. Lee		
Signature:	/Kent A. Lee/		
Date:	05/13/2008		

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Total Attachments: 4

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NOTICE OF SECURITY INTEREST IN TRADEMARKS

THIS NOTICE OF SECURITY INTEREST IN TRADEMARKS is made the 28th day of April, 2008 from ASSOCIATED BANK, NATIONAL ASSOCIATION, a national banking association (the "Secured Party"), and NORTH AMERICA SPORTS MEDIA, INC., a Delaware corporation (the "Company").

The Company and the Secured Party acknowledge the following:

A. Pursuant to a Guaranty (the "Guaranty") dated as of November 22, 2006, from the Company and Gotickets, Inc. to the Secured Party, the Company and Gotickets, Inc. jointly and severally guaranteed all of the obligations of North America Sports Media Holdings, Inc., a Delaware corporation ("NASM"), under a Credit Agreement dated as of November 22, 2006, as amended to date, by and between the Secured Party and NASM.

B. In connection with the Guaranty, the Company executed a Security Agreement to and for the benefit of the Secured Party, dated as of November 22, 2006 (the "Security Agreement"), pursuant to which the Company collaterally assigned to the Bank certain trademarks.

C. In connection with the acquisition of certain assets from Doddson Travel Agency, Inc. ("Doddson"), pursuant to an Asset Purchase Agreement dated as of March 31, 2008, by and among the Company, Doddson, Christine C. Bruce and Kenneth K. Bruce, the Company acquired an interest in the Trademarks set forth on Exhibit A attached hereto (the "Trademarks").

D. The Company owns the Trademarks, which have been granted by, or applications therefor are pending before, the United States Patent and Trademark Office.

E. The Company has granted to the Secured Party a security interest in the Trademarks upon the terms and conditions set forth in the Security Agreement.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned have executed this Notice of Security Interest in Trademarks as of the date first written above.

ASSOCIATED BANK, NATIONAL
ASSOCIATION

BY 
Daniel Holzhauser, Vice President

Address:

401 East Kilbourn Avenue
Milwaukee, WI 53202

NORTH AMERICA SPORTS
MEDIA, INC.

BY _____
Thomas Bagley, Chairman

Address:

IN WITNESS WHEREOF, the undersigned have executed this Notice of Security Interest in Trademarks as of the date first written above.

ASSOCIATED BANK, NATIONAL
ASSOCIATION

BY _____
Daniel Holzhauser, Vice President

Address:

401 East Kilbourn Avenue
Milwaukee, WI 53202

NORTH AMERICA SPORTS
MEDIA, INC.

BY Thomas S. Bagley
Thomas Bagley, Chairman

Address:

C/o Pfingsten Partners, L.L.C.
520 Lake Cook Road, Suite 375
Deerfield, IL 60015
Facsimile: (847) 374-9150
Attention: Thomas S. Bagley and
Christopher J. Brennan

Signature Page to Notice of Security Interest in Trademarks

EXHIBIT A

Trademarks

<u>Title</u>	<u>Registration No.</u>	<u>Registration Date</u>	<u>Country</u>
Dodds Athletic Tours	2,749,325	August 12, 2003	USA
Doddson Travel	2,801,730	January 6, 2004	USA

Exhibit A to Notice of Security Interest in Trademarks