

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
Heifer Project International		03/29/2011	CORPORATION: ARKANSAS
RECEIVING PARTY DATA			
Name:	March Madness Athletic Association		
Street Address:	2715 McGraw Drive		
City:	Bloomington		
State/Country:	ILLINOIS		
Postal Code:	61704		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85126293	MARCH MATCHNESS	
CORRESPONDENCE DATA			
Fax Number:	(312)803-2209		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-464-3100		
Email:	dmasters@loeb.com, tcherkashina@loeb.com, chicagopto@loeb.com		
Correspondent Name:	Douglas Masters - Loeb & Loeb LLP		
Address Line 1:	321 North Clark Street, Suite 2300		
Address Line 4:	Chicago, ILLINOIS 60654		
ATTORNEY DOCKET NUMBER:	401086-10029		
NAME OF SUBMITTER:	Douglas N. Masters		
Signature:	/Douglas N. Masters/		
Date:	04/04/2011		
Total Attachments: 2 source=MARCH MATCHNESS Trademark Assignment#page1.tif source=MARCH MATCHNESS Trademark Assignment#page2.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, Heifer Project International (“Heifer”), an Arkansas corporation (“Assignor”), is the owner of rights in the trademark MARCH MATCHNESS, Application Serial No. 85/126,293 (the “Mark”);

WHEREAS, March Madness Athletic Association (“MMAA”), an Illinois Limited Liability Company (“Assignee”), desires to acquire the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, the entire right, title and interest, throughout the world, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any corresponding registrations and applications, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

Assignor hereby consents to the recordation of this assignment in any applicable country.

Assignor represents and warrants that it is the owner of the Mark, and has not previously transferred or otherwise encumbered the rights being assigned to Assignee.

Assignee hereby accepts the assignment of the Mark, applications, and registrations and all other rights described in this assignment.

The individuals signing this document on behalf of the entities represent and declare that they are authorized to execute this document on behalf of such entities.

IN WITNESS WHEREOF, this Assignment is effective this 29 day of March, 2011.

HEIFER PROJECT INTERNATIONAL

BY: [Signature]

NAME: Richard J. CHSOK

TITLE: Director, Internet Marketing

DATE: 3/29/2011

MARCH MADNESS ATHLETIC ASSOCIATION

BY: SCOTT BEARBY

NAME: [Signature]

TITLE: MANAGER

DATE: 3/15/11