

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Pacific-10 Conference		11/28/2011	UNINC. ASSOCIATION: CALIFORNIA

<b>RECEIVING PARTY DATA</b>	
Name:	Pac-12 Conference
Street Address:	1350 Treat Boulevard
Internal Address:	No. 500
City:	Walnut Creek
State/Country:	CALIFORNIA
Postal Code:	94597
Entity Type:	UNINC. ASSOCIATION: CALIFORNIA

<b>PROPERTY NUMBERS Total: 13</b>		
Property Type	Number	Word Mark
Registration Number:	3817094	PAC-10
Registration Number:	3809457	PAC 10 CONFERENCE
Registration Number:	3809456	PACIFIC-10 CONFERENCE
Registration Number:	3809455	CONFERENCE OF CHAMPIONS
Registration Number:	1803233	CONFERENCE OF CHAMPIONS
Registration Number:	1510919	PACIFIC-10 CONFERENCE
Registration Number:	1177379	PAC-10
Registration Number:	1178056	PACIFIC-10
Serial Number:	85344191	PAC 12 2011 FOOTBALL CHAMPIONSHIP
Serial Number:	85101008	PAC-12
Serial Number:	85093520	PAC 12
Serial Number:	85093509	PAC 12 CONFERENCE
Serial Number:	85074661	PAC 10

CH \$340.00 3817094

**TRADEMARK**

**CORRESPONDENCE DATA**

Fax Number: (617)937-2400  
Phone: 6179372418  
Email: aanderson@cooley.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Correspondent Name: Anna Anderson c/o Cooley LLP  
Address Line 1: 777 6th Street, N.W.  
Address Line 2: Suite 1100  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

ATTORNEY DOCKET NUMBER:	313734-20000
NAME OF SUBMITTER:	Anna Anderson
Signature:	/Anna Anderson/
Date:	02/03/2012
Total Attachments: 0	

**THIS  
PAGE  
INTENTIONALLY  
LEFT  
BLANK**