

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
March Madness Athletic Association, LLC		09/14/2012	LIMITED LIABILITY COMPANY: ILLINOIS

**RECEIVING PARTY DATA**

<b>Name:</b>	The National Collegiate Athletic Association
<b>Street Address:</b>	P.O. Box 6222
<b>City:</b>	Indianapolis
<b>State/Country:</b>	INDIANA
<b>Postal Code:</b>	46206
<b>Entity Type:</b>	UNINC. ASSOCIATION: INDIANA

**PROPERTY NUMBERS Total: 24**

Property Type	Number	Word Mark
Registration Number:	2447259	AMERICA'S ORIGINAL MARCH MADNESS
Registration Number:	1873048	AMERICA'S ORIGINAL MARCH MADNESS
Registration Number:	1866144	AMERICA'S ORIGINAL MARCH MADNESS
Serial Number:	85531019	ENJOY MORE MADNESS
Serial Number:	85391317	MARCH MADNESS
Registration Number:	2795200	MARCH MADNESS
Registration Number:	2485443	MARCH MADNESS
Registration Number:	2478254	MARCH MADNESS
Registration Number:	2425958	MARCH MADNESS
Registration Number:	3025527	MARCH MADNESS
Registration Number:	1571340	MARCH MADNESS
Registration Number:	2802583	MARCH MADNESS
Registration Number:	3303263	MARCH MADNESS
Registration Number:	2425962	MARCH MADNESS

**TRADEMARK**

Registration Number:	2608347	MARCH MADNESS EXPERIENCE
Registration Number:	3560799	MARCH MADNESS ON DEMAND
Serial Number:	85175773	MARCH MANLINESS
Registration Number:	3965285	MARCH MATCHNESS
Serial Number:	85146741	MARCH MAYHEM
Registration Number:	3233129	MEGA MARCH MADNESS
Registration Number:	1955140	MIDNIGHT MADNESS
Registration Number:	3967586	MIDNIGHT MADNESS
Serial Number:	85261201	PRINT MADNESS
Registration Number:	3199346	TASTE THE MADNESS

**CORRESPONDENCE DATA**

Fax Number: 3124643111  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 312-464-3100  
Email: chicagopto@loeb.com  
Correspondent Name: Douglas N. Masters  
Address Line 1: 321 N. Clark St., Suite 2300  
Address Line 4: Chicago, ILLINOIS 60654

ATTORNEY DOCKET NUMBER:	401086-10029
NAME OF SUBMITTER:	Douglas N. Masters
Signature:	/Douglas N. Masters/
Date:	09/17/2012

Total Attachments: 2  
source=MMAA Trademark Assignment Agreement 2012#page1.tif  
source=MMAA Trademark Assignment Agreement 2012#page2.tif

**TRADEMARK ASSIGNMENT**

This Trademark Assignment (the "Assignment") is effective as of September 15, 2012 by and between March Madness Athletic Association LLC ("Assignor"), an Illinois limited liability company, having a place of business at 2715 McGraw Drive, Bloomington, IL 61704 and The National Collegiate Athletic Association ("Assignee"), an Indiana unincorporated association, having a place of business at 700 W. Washington Street, Indianapolis, Indiana 46206 with a mailing address at P.O. Box 6222, Indianapolis, Indiana 46206.

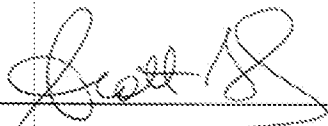
**WHEREAS**, Assignor owns all the right, title and interest in and to trademarks consisting in whole or in part of MARCH MADNESS, and other marks containing MARCH, MADNESS, and related terms used by MMAA and its related companies, including but not limited to those marks shown in the attached schedule ("Exhibit A"), and any common law rights related to the trademarks ("Trademarks"), together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the trademark applications and registrations listed in Exhibit A;

**WHEREAS**, Assignee desires to acquire all of Assignor's right, title and interest in and to the Trademarks, and any common law rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the trademark applications and registrations listed in Exhibit A;

**WHEREAS**, Assignor desires to assign to Assignee all of its right, title and interest in and to the Trademarks, and any common laws rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the trademark applications and registrations listed in Exhibit A;

**NOW, THEREFORE**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademarks, and any common laws rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the trademark applications and registrations listed in Exhibit A.

**March Madness Athletic Association LLC**

By:   
Print name: SCOTT BARRY  
Print Title: MANAGER

**EXHIBIT A  
TRADEMARKS**

	Mark	Application No.	Registration No.	Country
1.	MARCH MADNESS	1009149	1009149	Australia
2.	MARCH MADNESS	1204151	TMA802144	Canada
3.	MARCH MADNESS	1204150	TMA638252	Canada
4.	MARCH MADNESS	4511629	4511629	China (People's Republic)
5.	MARCH MADNESS	4511628	4511628	China (People's Republic)
6.	MARCH MADNESS	384834	384834	European Community
7.	MARCH MADNESS	2005039554	4903474	Japan
8.	MARCH MADNESS	45-2004-0004117	15578	Korea, Republic of
9.	MARCH MADNESS	16816	16816	Macau
10.	MARCH MADNESS	16817	16817	Macau
11.	MARCH MADNESS	4018989	4018989	Malaysia
12.	MARCH MADNESS	4018990	4018990	Malaysia
13.	MARCH MADNESS	724898	897715	Mexico
14.	MARCH MADNESS	94006640	1172500	Taiwan
15.	AMERICA'S ORIGINAL MARCH MADNESS	74500022	2447259	United States of America
16.	AMERICA'S ORIGINAL MARCH MADNESS	74801752	1873048	United States of America
17.	AMERICA'S ORIGINAL MARCH MADNESS	74801286	1866144	United States of America
18.	ENJOY MORE MADNESS	85531019		United States of America
19.	MARCH MADNESS	85391317		United States of America
20.	MARCH MADNESS	75983367	2795200	United States of America
21.	MARCH MADNESS	74360563	2485443	United States of America
22.	MARCH MADNESS	74365985	2478254	United States of America
23.	MARCH MADNESS	74408129	2425958	United States of America
24.	MARCH MADNESS	76593376	3025527	United States of America
25.	MARCH MADNESS	73785419	1571340	United States of America
26.	MARCH MADNESS	74623925	2802583	United States of America
27.	MARCH MADNESS	76978623	3303263	United States of America
28.	MARCH MADNESS	74623924	2425962	United States of America
29.	MARCH MADNESS EXPERIENCE	75109860	2608347	United States of America
30.	MARCH MADNESS ON DEMAND & Design	77489880	3560799	United States of America
31.	MARCH MANLINESS	85175773		United States of America
32.	MARCH MATCHNESS	85126293	3965285	United States of America
33.	MARCH MAYHEM	85146741		United States of America
34.	MEGA MARCH MADNESS	78906214	3233129	United States of America
35.	MIDNIGHT MADNESS	74660171	1955140	United States of America
36.	MIDNIGHT MADNESS	78939749	3967586	United States of America
37.	PRINT MADNESS	85261201		United States of America
38.	TASTE THE MADNESS	78343762	3199346	United States of America

CI911441  
401036-10029

**RECORDED: 09/17/2012**

**TRADEMARK  
REEL: 004862 FRAME: 0313**