

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
NYT Management Services, Inc.		03/01/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION		
Street Address:	700 W. Washington		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46204		
Entity Type:	UNINC. ASSOCIATION: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85019404	MUNCH MADNESS	
CORRESPONDENCE DATA			
Fax Number:	3124643111		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
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:	205125-10056		
NAME OF SUBMITTER:	Douglas N. Masters		
Signature:	/Douglas N. Masters/		
Date:	05/21/2013		
Total Attachments: 2 source=Munch Madness Assign doc#page1.tif source=Munch Madness Assign doc#page2.tif			

CH \$40.00 85019404

TRADEMARK ASSIGNMENT

WHEREAS, NYT Management Services, Inc., a Delaware corporation having an address at 620 Eighth Avenue, New York, NY 10018, ("Assignor"), is the owner of the rights in the trademark MUNCH MADNESS and corresponding U.S. Trademark Application Serial No. 85/019,404 (the "Mark");

WHEREAS, The National Collegiate Athletic Association, an Indiana unincorporated association having an address at 700 W. Washington, Indianapolis, IN 46204 ("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 and all other rights described in this assignment.

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

IN WITNESS WHEREOF, this Assignment is effective this 1st day of March, 2013.

NYT MANAGEMENT SERVICES, INC.

BY: 
Kenneth A. Richieri

TITLE: Senior Vice President & Secretary

DATE: April 25, 2013

THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

BY: 
Christopher J. Termini

TITLE: Director of Legal Affairs

DATE: March 1, 2013