

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM427033

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| First Four Events Inc. dba The Big Hoopla | | 04/13/2017 | Corporation: OHIO |
| RECEIVING PARTY DATA | | | |
| Name: | National Collegiate Athletic Association | | |
| Street Address: | P.O. Box 6222 | | |
| City: | Indianapolis | | |
| State/Country: | INDIANA | | |
| Postal Code: | 46206 | | |
| Entity Type: | unincorporated association: INDIANA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 86456417 | ALUMNI 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 using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 3124643100 | | |
| Email: | chicagopto@loeb.com | | |
| Correspondent Name: | Douglas N. Masters c/o Loeb & Loeb LLP | | |
| Address Line 1: | 321 N. Clark Street, Suite 2300 | | |
| Address Line 4: | Chicago, ILLINOIS 60654 | | |
| NAME OF SUBMITTER: | Douglas N. Masters | | |
| SIGNATURE: | /Douglas N. Masters/ | | |
| DATE SIGNED: | 05/10/2017 | | |
| Total Attachments: 1 | | | |
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OP \$40.00 86456417

TRADEMARK ASSIGNMENT

WHEREAS, First Four Events Inc. *dba* The Big Hoopla, an Ohio non-profit corporation (“Assignor”), is the owner of rights in the trademark ALUMNI MADNESS (“Mark”);

WHEREAS, Assignor owns an application for the ALUMNI MADNESS Mark granted in the United States Patent and Trademark Office, Application Serial No. 86/456,417;

WHEREAS, National Collegiate Athletic Association (“NCAA”), an Indiana unincorporated association (“Assignee”) desires to acquire the ALUMNI MADNESS Mark and application for Assignor;

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, including Application Serial No. 86/456, 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.

IN WITNESS WHEREOF, this Assignment is effective as of September 1, 2016.

NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

By: Scott BS
Title: GENERAL COUNSEL
Date: 5/4/17

FIRST FOUR EVENTS INC. *dba* THE BIG HOOPLA

By: T. W. [Signature]
Title: Vice President
Date: 4/13/17