

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM427040

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	
Registration Number:	4612910	THE ROAD STARTS HERE	
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			
source=TM Assignment 4,612,910#page1.tif			

OP \$40.00 4612910

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 THE ROAD STARTS HERE (“Mark”);

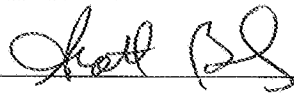
WHEREAS, Assignor owns a registration for THE ROAD STARTS HERE mark that was granted by the United States Patent and Trademark Office, Registration No. 4,612,910;

WHEREAS, National Collegiate Athletic Association (“NCAA”), an Indiana unincorporated association (“Assignee”) desires to acquire THE ROAD STARTS HERE Mark and Registration;

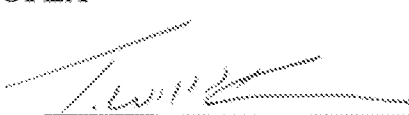
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, absolutely and forever, the entire right, title and interest, throughout the world, whether statutory or at common law, in and to the Mark, including Registration No. 4612910, 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: 
Title: GENERAL COUNSEL
Date: 5/4/17

FIRST FOUR EVENTS INC. dba THE BIG HOOPLA

By: 
Title: Vice President
Date: 4/13/17