

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM481784

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vince Dixon Ford, Inc.		06/21/2018	Corporation: CALIFORNIA
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:	4662773	MARKDOWN 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:	312-464-3100		
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:	07/13/2018		
Total Attachments: 1			
source=MARKDOWN MADNESS Trademark Assignment#page1.tif			

OP \$40.00 4662773

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is by and between Vince Dixon Ford, Inc., a California corporation ("Assignor"), and National Collegiate Athletic Association, an Indiana unincorporated association ("Assignee"). This Assignment is effective as of July 1, 2018.

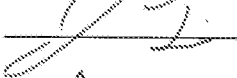
WHEREAS, Assignor owns all the right, title and interest in and to the trademark **MARKDOWN MADNESS**, and any common law rights related to the trademark ("Mark"), together with the goodwill symbolized by and associated with the Mark, including but not limited to the United States trademark registration for the Mark, Registration No. 4,662,773 ("Registration");

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Mark, and any common laws rights related to the Mark, together with the goodwill symbolized by and associated with the Mark, including but not limited to the Registration;

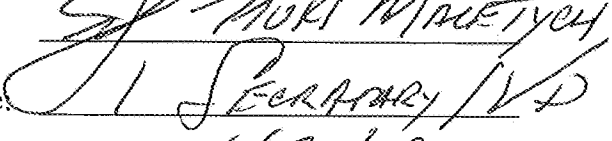
WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Mark, and any common law rights related to the Mark, together with the goodwill symbolized by and associated with the Mark, including but not limited to the Registration;

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 Mark, including but not limited to the right to pursue legal actions against third parties for past infringement of Assignor's rights in the Mark and related damages, and any common laws rights related to the Mark, together with the goodwill symbolized by and associated with the Mark, including but not limited to the Registration.

NATIONAL COLLEGIATE ATHLETIC ASSOCIATION

By: 
Title: Assistant General Counsel
Date: 6/21/18

VINCE DIXON FORD, INC.

By: 
Title: SECRETARY
Date: 6/21/18