

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM485028

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Big Ten Conference, Inc.		08/06/2018	non-profit corporation: ILLINOIS
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:	86923582	MARCH IS ON	
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:	08/07/2018		
Total Attachments: 2			
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OP \$40.00 86923582

EXHIBIT A

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Agreement") is by and between National Collegiate Athletic Association, an unincorporated Indiana Association ("NCAA"); and The Big Ten Conference, Inc., an Illinois not-for-profit corporation (the "Big Ten").

WHEREAS, Assignor is the owner of rights in the trademark MARCH IS ON Applied for with the United States Patent and Trademark Office as Application Number 86/923582 (the "Mark") and desires to assign all right, title and interest in and to the Mark, together with all goodwill associated with the Mark, to Assignee; and;

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Mark, together with all goodwill associated with the Mark, from Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Mark, together with all goodwill associated with said Mark, and the right to sue and recover for, and the right to profits or damages due or accrued, arising out of or in connection with any and all past, present or future infringements or dilution of or damage to the Mark or the associated goodwill.

Assignor further agrees that, without further consideration, it will cause to be performed such other lawful acts, and to be executed such further assignments and other lawful documents, as Assignee may, from time to time, reasonably request to effect fully this Agreement and to permit Assignee to be duly recorded as the registered owner of the Mark in the United States.

This Agreement may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute a single instrument.

This Agreement shall be binding upon and shall inure to the benefit of Assignor and Assignee and their respective successors and assigns.

IN WITNESS WHEREOF, this Assignment is effective as of August 6, 2018.

NATIONAL COLLEGIATE ATHLETIC
ASSOCIATION

By: Scott Berg
Title: GENERAL COUNSEL
Date: 8-7-18

THE BIG TEN CONFERENCE, INC.

By: Bradford A. Zimolka
Title: DEPUTY COMMISSIONER-CEO
Date: 8-6-18