

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM561753

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SOUTHWEST SOCCER CLUB INC.		02/07/2020	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	National Collegiate Athletic Association		
Street Address:	700 W. Washington Street		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46206		
Entity Type:	unincorporated association: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88354634	SPRING 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:	trademarks@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:	02/12/2020		
Total Attachments: 2			
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OP \$40.00 88354634

EXHIBIT A

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made by and between National Collegiate Athletic Association, an unincorporated Indiana association ("Assignee"), and Southwest Soccer Club Inc., a California corporation ("Assignor") and is effective as of February 1, 2020.

WHEREAS, Assignor owns all the right, title and interest in and to the trademark SPRING MADNESS, including but not limited to the U.S. trademark application Serial No. 88354634, and any common law rights related to the trademark (the "Mark"), together with the goodwill symbolized by and associated with the Mark, and the right to pursue legal actions against third parties 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 of Assignor's rights in the Mark, or dilution of or damage to the Mark or the associated goodwill, and related damages, and the right to receive and retain any proceeds relating to those actions (collectively referred to as the "Rights");

WHEREAS, Assignor desires to assign to Assignee its rights, title and interest in and to the all of its Rights;

WHEREAS, Assignee desires to acquire all of Assignor's rights, title and interest in and to the Rights;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Rights.

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 Assignment and to permit Assignee to be duly recorded as the owner of the Mark in the United States.

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

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed pursuant to authorization as set out below.

NATIONAL COLLEGIATE ATHLETIC
ASSOCIATION

By: Scott Berg
Title: General Counsel
Date: Feb. 11, 2020

SOUTHWEST SOCCER CLUB INC.

By: M. Rachid Elbekraoui li. El
Title: CEO/President
Date: 02/07/2020