

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Indiana University Alumni Association Inc.		08/13/2012	non-profit corporation: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Trustees of Indiana University		
<b>Street Address:</b>	900 E. 7th Street		
<b>Internal Address:</b>	IMU M005		
<b>City:</b>	Bloomington		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	47405-7000		
<b>Entity Type:</b>	a body politic: INDIANA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85463291	HOOSIER VILLAGE THE ULTIMATE IU TAILGATE DESTINATION	
<b>Serial Number:</b>	85569477	HOOSIER VILLAGE THE ULTIMATE IU TAILGATE DESTINATION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3176377561		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	317-634-3456		
<b>Email:</b>	DocketDept@uspatent.com		
<b>Correspondent Name:</b>	Thomas Q. Henry		
<b>Address Line 1:</b>	111 Monument Circle		
<b>Address Line 2:</b>	Suite 3700		
<b>Address Line 4:</b>	Indianapolis, INDIANA 46204-5137		
<b>ATTORNEY DOCKET NUMBER:</b>	007562-000231		

OP \$65.00 85463291

NAME OF SUBMITTER:	Marta L. Paul
Signature:	/Marta L. Paul/
Date:	08/20/2012
Total Attachments: 2 source=7562-231_232_assignment#page1.tif source=7562-231_232_assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Indiana University Alumni Association Inc., a non-profit Indiana corporation, located at the Virgil T. DeVault Alumni Center, 1000 E. 17<sup>th</sup> Street, Bloomington, Indiana 47408-1521 (hereinafter "Assignor"), is the owner of the marks listed in Exhibit A hereto, and the goodwill thereto (hereinafter "the Marks")

WHEREAS, The Trustees of Indiana University, a body politic formed pursuant to the laws of the State of Indiana, located at 900 E. 7th St., IMU M005, Bloomington, IN 47405-7000 (hereinafter "Assignee") desires to acquire said Marks and registrations thereon;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in said above Marks and any registrations issuing thereon, together with the goodwill of the business associated with said Marks and the registrations thereon, and together with all rights of action, in law or in equity, for any past or future infringement thereof.

Said Marks and registrations are to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns to the full end of the present or extended term for which said registration has been granted, as fully and entirely as the same would have been held by Assignor if this assignment had not been made.

INDIANA UNIVERSITY ALUMNI ASSOCIATION INC.

By: [Signature]

Name: THOMAS FORBES

Title: EXECUTIVE DIRECTOR/CEO

Date: 8/19/2012

STATE OF Indiana )
COUNTY OF Monroe ) SS:

Before me, a Notary Public, in and for said County and State, personally appeared the above-named for Assignor, to me personally known, and who executed the foregoing Assignment in my presence and acknowledged the execution thereof as his/her free and voluntary act and deed for the uses and purposes therein set forth and expressed.

[Signature]
Notary Public

My Commission Expires: October 18, 2014

County of Residence: Monroe

EXHIBIT A

Firm Matter No.	Country	Mark	Ser. No.	Filing Date
7562-231	US	HOOSIER VILLAGE THE ULTIMATE IU TAILGATE DESTINATION	85/463,291	November 3, 2011
7562-232	US	HOOSIER VILLAGE THE ULTIMATE IU TAILGATE DESTINATION	85/569,477	March 14, 2012