

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM592539

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Xooker, LLC		08/17/2020	Limited Liability Company: KENTUCKY
RECEIVING PARTY DATA			
Name:	National Collegiate Athletic Association		
Street Address:	700 W. Washington Street		
City:	Indianapolis		
State/Country:	ILLINOIS		
Postal Code:	46204		
Entity Type:	Unincorporated Association: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87399547	BASKETBALL 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		
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:	08/18/2020		
Total Attachments: 2			
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OP \$40.00 87399547

TRADEMARK ASSIGNMENT

WHEREAS, Xooker, LLC, a Kentucky corporation ("Assignor"), is the owner of rights in the trademark BASKETBALL MADNESS, including Serial No. 87399547 pending in the United States Patent and Trademark Office (the "Mark");

WHEREAS, The National Collegiate Athletic Association, an Indiana unincorporated association ("Assignee") desires to acquire the Mark;

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, 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.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

Assignor hereby consents to the recordation of this assignment in any applicable country.

Assignor represents and warrants that it is the owner of the Mark, and has not previously transferred or otherwise encumbered the rights being assigned to Assignee.

The individual signing this document on behalf of corporate entity represents and declares that they are authorized to execute this document on behalf of such entity.

IN WITNESS WHEREOF, this Assignment is effective this 1st day of June, 2020.

XOOKER, LLC

By: _____

Name: _____

Title: _____