

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM790073

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
The Humane Society of Southern Arizona, Inc.		02/22/2023	Non-Profit Corporation: ARIZONA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	National Collegiate Athletic Association		
<b>Street Address:</b>	700 W. Washington Street		
<b>City:</b>	Indianapolis		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46204		
<b>Entity Type:</b>	Unincorporated Association: INDIANA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97397237	MARCH MUTTNESS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	3124643100		
<b>Email:</b>	trademarks@loeb.com		
<b>Correspondent Name:</b>	Douglas N. Masters c/o Loeb & Loeb LLP		
<b>Address Line 1:</b>	321 N. Clark Street, Suite 2300		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60654		
<b>ATTORNEY DOCKET NUMBER:</b>	205125-10056		
<b>NAME OF SUBMITTER:</b>	Tatyana V. Gilles		
<b>SIGNATURE:</b>	/Tatyana V. Gilles/		
<b>DATE SIGNED:</b>	02/27/2023		
<b>Total Attachments: 2</b>			
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source=Trademark Assignment MARCH MUTTNESS signed 2.22.23#page2.tif			

OP \$40.00 97397237

**EXHIBIT B**

**TRADEMARK ASSIGNMENT**

This Trademark Assignment ("Assignment") is made by and between National Collegiate Athletic Association, an unincorporated Indiana association ("Assignee"), and The Humane Society of Southern Arizona, Inc., an Arizona non-profit corporation ("Assignor") and is effective as of the date it has been fully executed.

**WHEREAS**, Assignor owns all the right, title and interest in and to the trademark MARCH MUTTNESS, including but not limited to the U.S. trademark application Serial No. 97397237, 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 Bearby

NAME Scott Bearby

TITLE Sr. Vice President of Legal Affairs and General Counsel

DATE February 17, 2023

**THE HUMANE SOCIETY OF  
SOUTHERN ARIZONA, INC.**

BY Eileen Ratajczak

NAME Eileen Ratajczak

TITLE Chief Financial Officer

DATE February 22, 2023