

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|------------------------------|--------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | RELEASE BY SECURED PARTY |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-----------------------|----------|----------------|---|
| Bank of America, N.A. | | 11/15/2007 | National Banking Association: UNITED STATES |

RECEIVING PARTY DATA

| | |
|------------------------|---------------------------|
| Name: | Host Communications, Inc. |
| Street Address: | 546 E. Main Street |
| City: | Lexington |
| State/Country: | KENTUCKY |
| Postal Code: | 40508 |
| Entity Type: | CORPORATION: KENTUCKY |

PROPERTY NUMBERS Total: 17

| Property Type | Number | Word Mark |
|----------------------|----------|---|
| Registration Number: | 1576715 | SPORTS |
| Registration Number: | 1949619 | HISTORICALLY BLACK COLLEGIATE COALITIONHBCC |
| Registration Number: | 1930315 | U FOLLOW THE CHAMPION |
| Registration Number: | 1997683 | STOP HACKIN' QUIT CRYIN' PLAY BALL |
| Registration Number: | 2249983 | LONE STAR SHOWDOWN |
| Serial Number: | 75234291 | THE POWER OF ONE |
| Registration Number: | 2241083 | HOOP-D-DO |
| Serial Number: | 75266817 | WHO'S GOT NEXT |
| Registration Number: | 2321293 | GET OUT OF THE CROWD AND INTO THE GAME! |
| Registration Number: | 2428957 | LET-IT-FLY |
| Registration Number: | 2375352 | TEXAS FOOTBALL CLASSIC |
| Registration Number: | 2444210 | MARCH TO MARCH |
| Registration Number: | 2050015 | USA UNIVERSITY SPORTS AMERICA |
| Serial Number: | 76025164 | KICK-IT-UP |

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|----------------------|----------|---------------------------------------|
| Serial Number: | 76066033 | REV-IT-UP |
| Registration Number: | 2580079 | SOUTHEASTERN FOOTBALL'S TAILGATE TALK |
| Serial Number: | 76166188 | TOUCHDOWN KENTUCKY |

CORRESPONDENCE DATA

Fax Number: (513)977-8141
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 513-877-8503
Email: emily.judge@dinslaw.com
Correspondent Name: Emily M. Judge
Address Line 1: 255 E. Fifth St.
Address Line 4: Cincinnati, OHIO 45202

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|-------------------------|------------------|
| ATTORNEY DOCKET NUMBER: | 20728-166 |
| NAME OF SUBMITTER: | Emily M. Judge |
| Signature: | /emily m. judge/ |
| Date: | 11/15/2007 |

Total Attachments: 3
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RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE dated October 23, 2007 (this "Release") is made by Bank of America, N. A., as administrative agent with a place of business at 600 Peachtree Street, NE, Suite 1300, Atlanta, Georgia 30308 (the "Secured Party") of a Trademark Security Agreement dated July 27, 2001 and recorded on July 31, 2001 in the records of the United States Patent and Trademark Office Assignment Branch at Trademark Reel/Frame 002344/0029 (the "Security Agreement"), between the Secured Party and Host Communications, Inc. (referred to herein as "Debtor").

WITNESSETH:

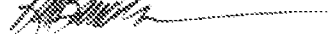
WHEREAS, pursuant to the Security Agreement, the Debtor granted to the Secured Party, on behalf of itself and as administrative agent for certain other lenders, a security interest in certain of Debtor's United States trademarks and trademark applications and registrations and, in particular, certain trademarks set forth on the attached Schedule A (the "Trademarks"); and

WHEREAS, the Secured Party wishes to: (i) release all of its security interest covering the Trademarks; (ii) restore all right, title, and interest in and to the Trademarks to the applicable Debtor; and (iii) dissolve any and all liens and encumbrances respecting the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the Secured Party does hereby release its security interest in the Trademarks, and discharges, quitclaims and relinquishes unto Debtor (in each case without recourse and without representation or warranty of any kind or nature, express or implied) any and all rights, title and interest it has in and to the Trademarks.

IN WITNESS WHEREOF, the Secured Party has caused this Release to be duly executed and delivered by its officer thereunto duly authorized as of the date and year first written above.

BANK OF AMERICA, N.A.

By: 
Name: Ken Bauchle
Title: Senior Vice President

STATE OF GEORGIA)
)
COUNTY OF FULTON)

Before me, the undersigned authority, personally appeared Ken Bauchle, known to me to be a SVP of Bank of America, N.A. and the person whose name is subscribed to the foregoing instrument and acknowledged to me that she executed the same for the purposes and consideration therein expressed, on this 15th day of ~~October~~, 2007.
November

Pamela B. West
NOTARY PUBLIC IN AND FOR THE
STATE OF GEORGIA

Pamela B. West
Notary Public Henry County, Georgia
My Commission Expires May 13, 2011

SCHEDULE A
TO
RELEASE OF SECURITY INTERESTS IN TRADEMARKS

| | | | | | | | | |
|----|----------|---|------------|------------|------|----------------|----------|------------|
| 1 | Serial # | <u>73731878</u> | Filing Dt: | 05/31/1998 | Reg# | <u>1576715</u> | Reg. Dt: | 01/09/1990 |
| | Mark: | SPORTS | | | | | | |
| 2 | Serial # | <u>74520900</u> | Filing Dt: | 05/09/1994 | Reg# | <u>1949619</u> | Reg. Dt: | 01/16/1996 |
| | Mark: | HISTORICALLY BLACK COLLEGE COALITIONH | | | | | | |
| 3 | Serial # | <u>74541630</u> | Filing Dt: | 06/23/1994 | Reg# | <u>1930315</u> | Reg. Dt: | 10/24/1995 |
| | Mark: | U FOLLOW THE CHAMPION | | | | | | |
| 4 | Serial # | <u>74605739</u> | Filing Dt: | 12/02/1994 | Reg# | <u>1997683</u> | Reg. Dt: | 08/27/1996 |
| | Mark: | STOP HACKIN' QUIT CRYIN' PLAY BALL | | | | | | |
| 5 | Serial # | <u>75149330</u> | Filing Dt: | 08/13/1996 | Reg# | <u>2249983</u> | Reg. Dt: | 06/01/1999 |
| | Mark: | LONE STAR SHOWDOWN | | | | | | |
| 6 | Serial # | <u>75234291</u> | Filing Dt: | 01/31/1997 | Reg# | <u>NONE</u> | Reg. Dt: | |
| | Mark: | THE POWER OF ONE | | | | | | |
| 7 | Serial # | <u>75234781</u> | Filing Dt: | 01/29/1997 | Reg# | <u>2241083</u> | Reg. Dt: | 04/20/1999 |
| | Mark: | HOOP-D-DO | | | | | | |
| 8 | Serial # | <u>75266817</u> | Filing Dt: | 03/31/1997 | Reg# | <u>NONE</u> | Reg. Dt: | |
| | Mark: | WHO'S GOT NEXT | | | | | | |
| 9 | Serial # | <u>75630335</u> | Filing Dt: | 01/29/1999 | Reg# | <u>2321293</u> | Reg. Dt: | 02/22/2000 |
| | Mark: | GET OUT OF THE CROWD AND INTO THE GAME! | | | | | | |
| 10 | Serial # | <u>75768419</u> | Filing Dt: | 08/03/1999 | Reg# | <u>2428957</u> | Reg. Dt: | 02/13/2001 |
| | Mark: | LET-IT-FLY | | | | | | |
| 11 | Serial # | <u>75812865</u> | Filing Dt: | 10/01/1999 | Reg# | <u>2375352</u> | Reg. Dt: | 08/08/2000 |
| | Mark: | TEXAS FOOTBALL CLASSIC | | | | | | |
| 12 | Serial # | <u>75887644</u> | Filing Dt: | 01/05/2000 | Reg# | <u>2444210</u> | Reg. Dt: | 04/17/2001 |
| | Mark: | MARCH TO MARCH | | | | | | |
| 13 | Serial # | <u>75975721</u> | Filing Dt: | 06/17/1994 | Reg# | <u>2050015</u> | Reg. Dt: | 04/01/1997 |
| | Mark: | USA UNIVERSITY SPORTS AMERICA | | | | | | |
| 14 | Serial # | <u>76025164</u> | Filing Dt: | 04/12/2000 | Reg# | <u>NONE</u> | Reg. Dt: | |
| | Mark: | KICK-IT-UP | | | | | | |
| 15 | Serial # | <u>76065033</u> | Filing Dt: | 06/07/2000 | Reg# | <u>NONE</u> | Reg. Dt: | |
| | Mark: | REV-IT-UP | | | | | | |
| 16 | Serial # | <u>76123409</u> | Filing Dt: | 09/05/2000 | Reg# | <u>2580079</u> | Reg. Dt: | 06/11/2002 |
| | Mark: | SOUTHEASTERN FOOTBALL'S TAILGATE TALK | | | | | | |
| 17 | Serial # | <u>76166188</u> | Filing Dt: | 11/16/2000 | Reg# | <u>NONE</u> | Reg. Dt: | |
| | Mark: | TOUCHDOWN KENTUCKY | | | | | | |