



**APPROVED TRADEMARKS**  
Updated: 03/2025

**TRADEMARKS**

- And Then There Were Eight<sup>®</sup>
- And Then There Were Four<sup>®</sup>
- BBCOR Certified 50<sup>®</sup>
- Beyond the Baseline<sup>®</sup>
- Champions Play Here<sup>®</sup>
- College Cup<sup>®</sup>
- Eight at the Plate<sup>®</sup>
- Elite 8<sup>®</sup>
- Elite Eight<sup>®</sup>
- Elite 90<sup>™</sup>
- Final 4<sup>®</sup>
- Final Four<sup>®</sup>
- Final Four Friday<sup>®</sup>
- First Four<sup>®</sup>
- Four It All<sup>®</sup>
- Frozen Fest<sup>®</sup>
- Frozen Four<sup>®</sup>
- Make It Yours<sup>®</sup>
- March Madness<sup>®</sup>
- NCAA Ticket Exchange<sup>®</sup>
- Men's College Cup<sup>®</sup>
- National Collegiate Athletic Association<sup>®</sup>
- National Collegiate Championships<sup>®</sup>
- National Invitation Tournament<sup>®</sup>
- NCAA<sup>®</sup>
- NCAA Championships<sup>®</sup>
- NCAA College Cup<sup>®</sup>
- NCAA Fast Break<sup>®</sup>
- NCAA Hall of Champions<sup>®</sup>
- NCAA Sweet 16<sup>®</sup>
- NCAA Sweet Sixteen<sup>®</sup>
- NCAA Team Works<sup>®</sup>
- NCAA Ticket Exchange<sup>®</sup>
- NIT<sup>®</sup>
- Protect the Game<sup>®</sup>
- Road to the Final Four<sup>®</sup>
- Read to the Final Four<sup>®</sup>
- Selection Sunday<sup>®</sup>
- Share the Experience<sup>™</sup>
- The Big Dance<sup>®</sup>
- The Final Four<sup>®</sup>
- The Greatest Show on Dirt<sup>®</sup>

- The NCAA Experience<sup>®</sup>
- The Road to the Final Four<sup>®</sup>
- The Road Ends Here<sup>®</sup>
- The Road Starts Here<sup>®</sup>
- The Road to Indianapolis<sup>®</sup>
- The Road to Oklahoma City<sup>®</sup>
- The Road to Omaha<sup>®</sup>
- WBIT<sup>®</sup>
- Women's Basketball Invitation Tournament<sup>®</sup>
- Women's College Cup<sup>®</sup>
- Women's Elite Eight<sup>®</sup>
- Women's Final Four<sup>®</sup>

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