

06-12-1998

COVER SHEET



SEQUENCE DOCKET NO. 967219-19

100736462

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

MAR 5-21-98

1. Name of conveying party(ies):

New West Presentations, Inc.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State of Missouri
- Other _____

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other: _____

Execution Date: March 25, 1998

2. Name and address of receiving party(ies):

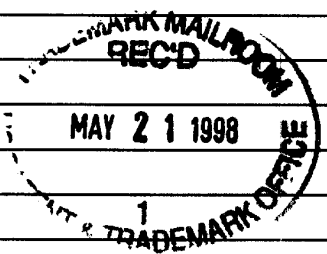
Name: PACE/Contemporary Motor Sports, Ltd.

Internal Address: _____

Street Address: 515 Post Oak Blvd., Suite 300

City Houston State TX ZIP 77027

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership Texas
- Corporation-State _____
- Other _____



If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designation must be a separate document from Assignment).

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)
1,331,306

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Michael A. O'Neil

Internal Address: _____

Street Address: Gardere & Wynne, L.L.P.
1601 Elm Street, Suite 3000

City Dallas State Texas ZIP 75201

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed
- Authorized to be charged to deposit account.

8. Deposit account number: 070153

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

MICHAEL A. O'NEIL

[Signature]
Signature

5/21/98
Date

Name of Person Signing

06/11/1998 SSNITH 00000048 1331306

Total number of pages including cover sheet, attachments, and document 3

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40.00 00

ASSIGNMENT OF SERVICE MARKS

WHEREAS, **NEW WEST PRESENTATION, INC.** ("Assignor"), a Missouri corporation, located and doing business at 2310 West 75th Street, Prairie Village, Kansas 66208, has adopted, used and is using the service marks and applications for registration thereof as shown on **Exhibit A** (the "Marks"); and

WHEREAS, **PACE/CONTEMPORARY MOTOR SPORTS, LTD.** ("Assignee"), a Texas limited partnership, located and doing business at 515 Post Oak Blvd., Suite 300, Houston, Texas 77027, is desirous of acquiring the Marks, the registrations thereof and the applications for registration thereof as set forth on **Exhibit A**.

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 and to the Marks together with the goodwill of the business symbolized by the Marks, the registrations thereof and the applications for registration thereof, all as identified on **Exhibit A**, together with the right to sue for, and collect on, all claims for damages by reason of past infringements of the Marks.

Executed this 25th day of March, 1998.

NEW WEST PRESENTATIONS, INC.

By: 

Title: president

EXHIBIT A

Description of Marks

1. U.S. Service Mark "Motor Spectacular", registered on the principal register of the United States Patent and Trademark Office on April 16, 1985, Registration No. 1,331,306

173847.01

RECORDED: 05/21/1998

TRADEMARK
REEL: 1739 FRAME: 0328