

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

06-21-2000

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

MMD
5.30.00



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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Effective Date
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association
- Other

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization

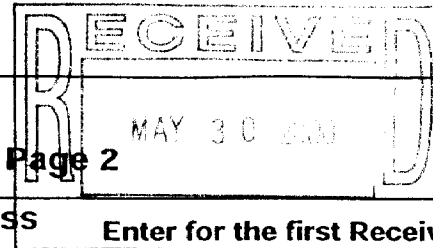
06/20/2000 DNGUYEN 00000293 2137990

FOR OFFICE USE ONLY

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MAY 30 2000



Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

704-331-6000

Name

Dickson M. Lupo, Esq.

Address (line 1)

Alston & Bird LLP

Address (line 2)

P.O. Drawer 34009

Address (line 3)

Charlotte, North Carolina 28234

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

6

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

2,137,990		

Number of Properties

Enter the total number of properties involved.

#

one (1)

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

16-0605

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Dickson M. Lupo

Name of Person Signing

Signature

May 25, 2000

Date Signed

TRADEMARK ASSIGNMENT

WHEREAS, Dale Earnhardt, Inc., a North Carolina corporation, having a principal place of business at 1675 Coddle Creek Highway, Mooresville, North Carolina 28115 (hereinafter referred to as "ASSIGNOR"), is the exclusive and record owner of the entire right, title and interest in and to the following Trademark and the corresponding United States Trademark Registration therefor:

Trademark: SUNDAY MONEY
Registration No.: 2,137,990
Registered: February 17, 1998
Int. Class: 25


WHEREAS, Ralph Dale Earnhardt, a citizen of the United States of America, residing at 1675 Coddle Creek Highway, Mooresville, North Carolina 28115, (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the above-identified trademark and the corresponding United States Trademark registration therefor;

NOW THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer and sell unto said ASSIGNEE the entire right, title and interest in and to the above-identified trademark and the corresponding United States Trademark Registration therefor, together with the goodwill of the business appurtenant to and symbolized by said Trademark, and all rights of action against third parties for past infringement thereof, the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment and sale not been made.

ASSIGNOR hereby warrants and covenants that it has the full power and authority to convey the rights, title and interests herein assigned, transferred and sold to ASSIGNEE, that it has not executed and will not execute any agreement in conflict herewith, and that it will execute any and all other instruments which may be necessary to perfect and evidence ASSIGNEE's ownership of the property and rights herein conveyed.

IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, has caused this Assignment to be executed by its duly authorized officer as of the 24 day of May, 2000.

DALE EARNHARDT, INC.


By: _____
Title: C.E.O.

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