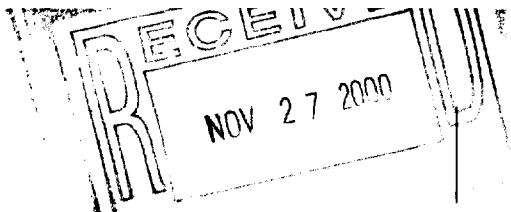


11/27/00

XFORM PTO-1618A
Expires 06/30/99
MB 0651-0027



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

12-22-2000



**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

To 101559458
Please record the attached original document(s) or copy(ies).

Submission Type

New

Resubmission Document ID # _____ (Non-Recordation)

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 conveyance parties attached

Name International Speedway Corporation **Execution Date**
Month Day Year 11 01 2000

Formerly _____

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship State of Incorporation/Organization Florida

Receiving Party

Mark if additional names of receiving parties attached

Name International Speedway, Inc.

DBA/AKATA _____

Composed of _____

Address (line 1) 639 Isbell Road

Address (line 2) Suite 390-L

Address (line 3) Reno Nevada 89509
City State/Country Zip Code

Individual General Partnership Limited Partnership

Corporation Association

Other _____

Citizenship State of Incorporation/Organization Delaware

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 the Assignment.)

FOR OFFICE USE ONLY

12/21/2000 MTHAI1 00000274 1966058
01 FC:481 40.00 OP

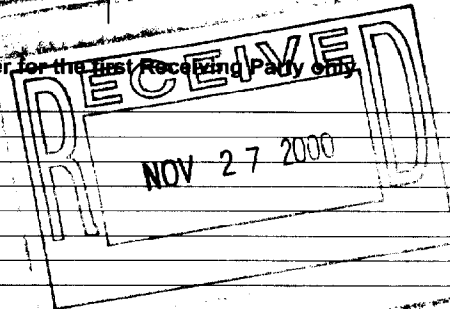
Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027. Patent and Trademark Assignment Practice, DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**TRADEMARK
REEL: 002198 FRAME: 0547**

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 _____

Name J. Thomas Warlick, IV
Address (line 1) 1801 W. International Speedway Blvd.
Address (line 2) Daytona Beach, FL 32114
Address (line 3) _____
Address (line 4) _____

Pages **Enter the total number of pages of the attached conveyance document including any attachments.** # 1

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)		
_____	_____	_____	<u>1966058</u>	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Number of Properties **Enter the total number of properties involved.** # 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: # _____

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.

J. Thomas Warlick, IV Name of Person Signing
J. Thomas Warlick, IV Signature
11/27/00 Date Signed

ASSIGNMENT

This Registration Assignment Agreement ("Agreement") is made and entered into as of this 1st day of November, 2000, by and between International Speedway Corporation ("Assignor"), a corporation organized and existing under the laws of the State of Florida and having its principal place of business at 1801 West International Speedway Boulevard, Daytona Beach, Florida 32114, and International Speedway, Inc. ("Assignee"), a Delaware corporation having its principal place of business at 639 Isbell Road, Suite 390-L, Reno, Nevada 89509.

WHEREAS, Assignor is the owner of the following trademark, together with the goodwill symbolized by, subsisting in, and connected with said mark: DAYTONA Stylized (the "Mark");

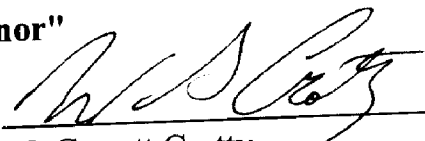
AND WHEREAS, Assignor owns the following subsisting federal registration (the "Registration") for the Mark:

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>GOODS/SERVICES</u>
DAYTONA Stylized	1,966,058	loudspeakers, radios, stereo amplifiers, audio cassette tape players, compact disc players, stereo headphones, electrical cables and connectors (I.C. 9)

AND WHEREAS Assignor is desirous of transferring and assigning to Assignee, and Assignee is desirous of acquiring, all right, title and interest in and to the Mark, the goodwill therein, and the Registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark and the Registration, together with the goodwill symbolized thereby, subsisting therein, and connected therewith.

INTERNATIONAL SPEEDWAY CORPORATION
"Assignor"

By: 
W. Garrett Crotty

Title: Vice President