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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings

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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): Dale Earnhardt, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State North Carolina
 Other

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

2. Name and address of receiving party(ies)
 Name: RDE Administrative Trust
 Internal c/o Teresa H. Earnhardt, Trustee
 Address:
 Street Address: 1675 Coddle Creek Highway
 City: Mooresville State: NC Zip: 28115

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State
 Other Trust established under NC Law

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: March 27, 2002

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

A. Trademark Application No.(s)
SEE ATTACHED "SCHEDULE A"

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: George M. Taulbee, Esq.
 Internal Address: Alston & Bird LLP
 Bank of America Plaza
 Street Address: 101 S. Tryon Street, Suite 4000
 City: Charlotte State: NC Zip: 28280

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41): \$ 902.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 16-0605
 (Attach duplicate copy of this page if paying by deposit account)

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.

George M. Taulbee
 Name of Person Signing

George M. Taulbee
 Signature

3/29/02
 Date

Total number of pages including cover sheet, attachments, and document: 7

DO NOT USE THIS SPACE

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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01 FC:481
02 FC:482

40.00 OP
50.00 OP

Schedule A

U.S. Applications

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
DALE JR.	76/287,878	07/20/2001
DR. DALE	75/721,072	06/03/1999
SUNDAY MONEY	75/619,425	08/06/1998

**ASSIGNMENT
OF
TRADEMARKS AND SERVICE MARKS
FROM
DALE EARNHARDT, INC.
TO
RDE ADMINISTRATIVE TRUST**

WHEREAS, Dale Earnhardt, Inc., a North Carolina corporation having a mailing address of 1675 Coddle Creek Highway, Mooresville, North Carolina 28115 (hereinafter referred to as "ASSIGNOR"), is the record owner of the entire right, title, and interest in and to (1) the Trademarks and Service Marks, and the corresponding common law rights therein and applications and registrations therefor, identified in Schedule A attached hereto (collectively "Marks") and all goodwill associated therewith, and (2) to the extent such Marks are the subject of "intent-to-use" applications, the portion of all business of ASSIGNOR to which such Marks that are the subject of such "intent-to-use" applications pertain;

WHEREAS, RDE Administrative Trust, a trust established under North Carolina law, having a mailing address of c/o Teresa H. Earnhardt, Trustee, 1675 Coddle Creek Highway, Mooresville, North Carolina 28115 (hereinafter referred to as "ASSIGNEE"), desires to acquire and purchase (1) the above-identified Marks, and all associated goodwill, and (2) to the extent such Marks are the subject of "intent-to-use" applications, the portion of all business of ASSIGNOR to which such Marks that are the subject of such "intent-to-use" applications pertain, from ASSIGNOR.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, transfer and assign to said ASSIGNEE the entire right, title, and interest in and to the above-identified Marks, and to the extent such Marks are the subject of "intent-to-use" applications, the portion of all business of ASSIGNOR to which such Marks that are the subject of such "intent-to-use" applications

pertain, together with the goodwill of the business appurtenant to and symbolized by said Marks, and all rights of action against third parties for past infringement, current infringement and future 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 sale, transfer, and assignment not been made.

ASSIGNOR hereby warrants and covenants that it had the full power and authority to convey the rights, title, and interests sold, transferred, and assigned 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 person, as of the 27 day of March, 2002.

ASSIGNOR

Teresa H. Earnhardt

By: Teresa H. Earnhardt
Title: President

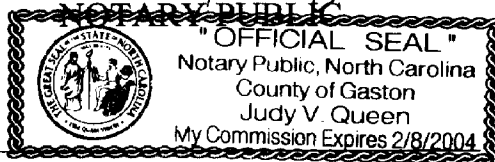
STATE OF NORTH CAROLINA)
COUNTY OF Madison)

Subscribed and sworn to before me, a Notary Public of the State of North Carolina, this the 27 day of March, 2002.

Judy V. Queen

SEAL

My Commission Expires: _____



Schedule A

U.S. Applications

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
DALE JR.	76/287,878	07/20/2001
DR. DALE	75/721,072	06/03/1999
SUNDAY MONEY	75/619,425	08/06/1998