

08-09-2002

FORM PTO-1594
1-31-92



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

102185184

To the Honorable Commissioner of Patents and Trademarks

original documents or copy thereof.

1. Name of conveying party(ies):

Indianapolis Motor Speedway Corporation

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

Additional name(s) of conveying parties(ies) attached: Yes No

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

Name: Brickyard Trademarks, Inc.

Internal Address: _____

Street Address: 2920 N. Green Valley Parkway, Bldg. 3-321-8

City: Henderson State: Nevada Zip: 89014

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State of Nevada _____
- 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

3. Nature of Conveyance:

MRD 8-7-02

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

Execution Date: July 24, 2002

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

A. Trademark Application No.(s)

76/279,453

B. Trademark registration No.(s):

Additional numbers attached? Yes No

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

Name: Rachel L. St. Peter

Internal Address: ICE MILLER

Street Address: One American Square, Box 82001

City: Indianapolis State: Indiana ZIP: 46282

6. Total number of applications and registrations involved: 0 1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 09-0007

(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.

Rachel L. St. Peter

Name of Person Signing

Rachel St. Peter

Signature

8/2/02

Date

Total number of pages including cover sheet: 1 3

OMB No. 0651-0011 (exp 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

**Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231**

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Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231 and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503

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**TRADEMARK
REEL: 002558 FRAME: 0783**

ASSIGNMENT OF TRADEMARK

WHEREAS, the Indianapolis Motor Speedway Corporation, an Indiana corporation located at 4790 West 16th Street, Indianapolis, Indiana 46222 ("Assignor"), is the owner of U.S. Trademark Application Serial No. 76/279,453 for the mark 86TH INDIANAPOLIS 500 MAY 26 2002 (and Design) in connection with organizing and providing entertainment services in the nature of an annual automobile race (the "Trademark"), together with the goodwill symbolized thereby;

WHEREAS, Brickyard Trademarks, Inc., a Nevada corporation located at 2920 North Green Valley Parkway, Building 3-321-8, Henderson, Nevada 89014 ("Assignee"), is desirous of acquiring the Trademark, together with the goodwill symbolized thereby; and,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor hereby assigns to Assignee all its right, title and interest in and to the Trademark, together with the goodwill of the business associated with or symbolized by the Trademark, including the right to sue and collect damages for any past or future infringements of the Trademark; and
2. Assignor shall execute and deliver or shall cause to be executed and delivered all such transfers, assignments, conveyances, powers of attorney, assurances or any other documents necessary to confirm, effectuate or record the assignment granted herein and shall take all such further action, including, without limitation, making all filings with the United States Patent & Trademark Office in order to confirm, effectuate or record this assignment of the Trademark to Assignee granted herein as Assignee may from time to time reasonably request.

INDIANAPOLIS MOTOR SPEEDWAY CORPORATION

By: W. Curtis Brighton

Printed: W. Curtis Brighton

Title: Vice President and General Counsel

Date: 24 JULY 2002

STATE OF INDIANA)
) SS:
COUNTY OF MARION)

Sworn to and subscribed before me, a Notary Public, in and for said County and State, this 24th
day of JULY, 2002.

Carol S. Jack

Notary Public

CAROL S. JACK

Printed

My Commission Expires:

DECEMBER 17, 2008

My County of Residence:

MARION

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