

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Motorcycle Association		07/29/2003	CORPORATION: OHIO

RECEIVING PARTY DATA	
Name:	American Motorcyclist Association
Street Address:	13515 Yarmouth Drive
City:	Pickerington
State/Country:	OHIO
Postal Code:	43147
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 10	
Property Type	Number
Registration Number:	1890254
Registration Number:	1871664
Registration Number:	1871663
Registration Number:	1871665
Registration Number:	975179
Registration Number:	1070002
Registration Number:	2169992
Registration Number:	2175991
Registration Number:	1932606
Serial Number:	76147890

CORRESPONDENCE DATA	
Fax Number:	(614)792-5536
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	614-792-5555
Email:	cscotney@standleyandgilcrest.com

CH \$265.00 1890254

Correspondent Name: Standley & Gilcrest LLP
Address Line 1: 495 Metro Place South
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Address Line 4: Dublin, OHIO 43017-5319

ATTORNEY DOCKET NUMBER:	AMA1689-001
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NAME OF SUBMITTER:	Cheryl S. Scotney
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Total Attachments: 2 source=assignment1.TIF source=assignment2.TIF
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ASSIGNMENT

WHEREAS, American Motorcycle Association, a corporation organized under the laws of the State of Ohio and having an office at 13515 Yarmouth Drive, City of Pickerington, State of Ohio, Zip Code 43147 ("ASSIGNOR") is the owner of the entire right, title and interest in and to the following trademarks and is the applicant of the corresponding trademark applications therefor:

<u>MARK</u>	<u>REGISTRATION/ SERIAL NO.</u>	<u>REGISTRATION/ FILING DATE</u>
VINTAGE MOTORCYCLE DAYS	1,890,254	April 18, 1995
AMA 250 CC GRAND PRIX	1,871,664	January 3, 1995
AMA 600 CC SUPERSPORT	1,871,663	January 3, 1995
AMA 750 CC SUPERSPORT	1,871,665	January 3, 1995
AMERICAN MOTORCYCLE ASSOCIATION AMA (AND DESIGN)	975,179	December 18, 1973
AMA (AND DESIGN)	1,070,002	July 19, 1977
MISCELLANEOUS DESIGN (AMAGEAR AMERICAN MOTORCYCLIST ASSOCIATION (AND DESIGN))	76/147,890	October 16, 2000
AMA MOTORHEAD	2,169,992	June 30, 1998
AMA SUPERCROSS	2,175,991	July 28, 1998
AMA U.S. SUPERBIKE CHAMPIONSHIP SERIES	1,932,606	November 7, 1995

WHEREAS, American Motorcyclist Association, a corporation organized under the laws of the State of Ohio and having an office at 13515 Yarmouth Drive, City of

Pickerington, State of Ohio, Zip Code 43147 ("ASSIGNEE") is desirous of acquiring the entire right, title and interest in and to said trademarks and the U.S. trademark applications and any U.S. registrations granted therefrom, together with the goodwill of the business in connection with which said trademarks are used;

FOR AT LEAST ONE U.S. DOLLAR (\$1.00) AND FOR OTHER GOOD AND VALUABLE CONSIDERATION, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE the entire right, title and interest in and to the above-listed trademarks and U.S. applications and any U.S. registrations granted therefrom, and in and to the goodwill of the business in connection with which said trademarks are used, the same to be held and enjoyed by said ASSIGNEE for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said ASSIGNOR, if this assignment had not been made; together with all claims for damages by reasons of past infringement of said trademark, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

AMERICAN MOTORCYCLE ASSOCIATION
"ASSIGNOR"

By: Gary T. Sweet

Typed Name: Gary T. Sweet

Title: Vice President, Marketing