

3-28-03

04-02-2003

Atty. Docket: 2704.100-AMS-SPC TRANSMITTAL OF DO TRADE



ments or copy thereof.

To the Honorable Commissioner of Patents and Trademar

1. Name of conveying party(ies):

102406849 receiving party(ies):

ATLANTA MOTOR SPEEDWAY, INC.
Georgia corporation)
601 Highways 19 and 41
Hampton, GA 30228

SPEEDWAY PROPERTIES COMPANY, LLC
(Delaware Limited Liability Company)
639 Isbell Road Suite 390
Reno, NV 89509



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

Additional name(s) & address(es) attached?

Yes No

Additional name(s) of conveying party(ies) attached?

Yes No

3. Nature of conveyance:

ASSIGNMENT OF ATLANTA MOTOR SPEEDWAY, INC. TO
SPEEDWAY PROPERTIES COMPANY, LLC, EFFECTIVE
DECEMBER 17, 2002

Execution Date: DECEMBER 17, 2002

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)

B. Trademark Registration No.(s)

ATLANTA MOTOR SPEEDWAY (Reg. No. 1,981,905)
ATLANTA MOTOR SPEEDWAY and Design (Reg. No. 1,723,906)

Additional numbers attached? Yes No

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

Name: Fitzpatrick, Cella, Harper & Scinto
30 Rockefeller Plaza, 38th Floor
New York, New York 10112-3801

Telephone No.: (212) 218-2100
Facsimile No.: (212) 218-2200

6. Number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number for any deficiency: 06-1205

(Attach duplicate copy of this page if paying by deposit account):

04/01/2003 LUMELLER 00000125 1981905
01 FC:8521 40.00 OP
02 FC:8522 25.00 OP

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.

Warren E. Olsen (Reg. No. 27,290)
Name of Person Signing

Signature

March 28, 2003
Date

March 2, 2003

Total number of pages including cover sheet, attachments, and documents: 2

ASSIGNMENT

WHEREAS, ATLANTA MOTOR SPEEDWAY, INC. ("AMS") a corporation organized under the laws of the State of Georgia, with its principal place of business at 3601 Highways 19 and 41, Hampton, GA 30228, is owner of all the business goodwill in and to those trademarks and service marks ("Marks"), and the associated federal registrations, as follows:

ATLANTA MOTOR SPEEDWAY	(Reg. No. 1,981,905)
ATLANTA MOTOR SPEEDWAY and DESIGN	(Reg. No. 1,723,906)

WHEREAS, SPEEDWAY PROPERTIES COMPANY, LLC, a Delaware limited liability company ("SPC"), with its principal place of business at 639 Isbell Road, Suite 390, Reno, Nevada 89509 and AMS are related companies, each of the Marks has been used in commerce, and SPC hereafter will control the nature and quality of the business of AMS to which each Mark pertains and, therefore, SPC desires to acquire all the business goodwill of AMS associated with the Marks;

NOW, THEREFORE, for in the consideration of good and valuable consideration, the receipt and sufficiency of which hereby acknowledged, AMS hereby, assigns, transfers and conveys to SPC all of its worldwide right, title and interest in and to the Marks, including all registrations thereof; all business goodwill symbolized by each Mark; and the right to sue for any past infringement.

Signed at Las Vegas, NV, as of the 17 day of December, 2002.

ATLANTA MOTOR SPEEDWAY, INC.

By: 
William R. Brooks, Vice President

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