

Form PTO-1594

(Rev. 03/01)

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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

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

Tab setting ⇌⇌⇌

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

1. Name of conveying party(ies):  
Berta Frey & Söhne Daytona Schufabrik

Individual(s)       Association  
 General Partnership     Limited Partnership  
 Corporation-State  
 Other German Company \_\_\_\_\_

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

2. Name and address of receiving party(ies)  
Name: International Speedway, Inc. \_\_\_\_\_  
Internal Address: \_\_\_\_\_  
Street Address: 639 Isbell Road, Suite 390 \_\_\_\_\_  
City: Reno \_\_\_\_\_ State: NV\_\_ Zip: 89509\_\_

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Delaware \_\_\_\_\_  
 Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designated 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: July 16, 2003 \_\_\_\_\_

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)  
 75/826,790

Additional number(s) attached  Yes  No

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:   
 Name: Ginabeth B. Hutchison \_\_\_\_\_  
 Internal Address: Alston & Bird LLP \_\_\_\_\_  
 Street Address: 1201 W. Peachtree Street \_\_\_\_\_  
 City: Atlanta \_\_\_\_\_ State: GA\_\_ Zip: 30309-3424\_\_

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

7. Total fee (37 CFR 3.41) .....\$ 40.00\_\_\_\_\_  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number:  
 \_\_\_\_\_16-0605\_\_\_\_\_

(Attached 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.

\_\_\_\_\_  
 Name of Person Signing

*Ginabeth B. Hutchison*  
 Signature

9/25/03  
 Date

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

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

CH \$40.00 160605 75826790

Exhibit A

TRADEMARK ASSIGNMENT

WHEREAS, Berta Frey & Söhne Daytona Schuhfabrik, a company organized and existing under the laws of Germany, having its principal place of business at Bahnhofstraße 5+6, D-84307 Eggenfelden/Germany, ("Assignor"), has adopted and used and is the record owner of United States Trademark Application No. 75-826790 for DAYTONA, (referred to herein as the "Mark"), in connection with Assignor's goods, and the goodwill associated therewith; and

WHEREAS, International Speedway, Inc., a Delaware corporation having its principal place of business at 639 Isbell Road Suite 390, Reno, NV ("Assignee"), desires to acquire all right, title and interest in and to the Marks.

NOW, THEREFORE, Assignor does hereby assign and transfer unto Assignee, its successors, assigns, and legal representatives, all rights, title and interest in and to the Marks, including all registrations and applications for registration thereof, together with the goodwill of the business symbolized by the Marks, and including any and all claims for past infringement thereof. Assignor further agrees to execute all documents necessary to perfect such rights, title, and interest in Assignee, its successors, assigns, and legal representatives.

IN WITNESS HEREOF, Assignor has caused this Trademark Assignment to be executed by a duly authorized corporate officer to be effective as of July 16, 2003.

**Berta Frey & Söhne Daytona Schufabrik**

By: 

Name: Reinhard Frey

Title: Commercial Director