

04-30-2003

FORM PTO-1594
1-31-92

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



102434558

To the Honorable Commissioner of Patents and Trademarks

... 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

4-28-03

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:

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

Execution Date: April 15, 2003

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

A. Trademark Application No.(s)

B. Trademark registration No.(s):

2,696,549

Additional numbers attached? Yes No

FINANCE SECTION
APR 28 AM 8:42
RECORDS

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:

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

4/22/03
Date

Total number of pages including cover sheet:

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

Do not detach this portion

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

04/29/2003 ECOOPER 00000036 2696549

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

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TRADEMARK
REEL: 002724 FRAME: 0636

ASSIGNMENT OF TRADEMARK


WHEREAS, the Indianapolis Motor Speedway Corporation, an Indiana corporation, having an address of 4790 West 16th Street, Indianapolis, Indiana 46222 (hereinafter "Assignor") is the owner of all right, title and interest in and to the following trademark registration with the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Services</u>	<u>Reg. No.</u>	<u>Registration Date</u>
INDY 500	Tires	2,696,549	03/11/2003

WHEREAS, Brickyard Trademarks, Inc., a Nevada corporation, having an address of 2920 North Green Valley Parkway, Building 3-321-8, Henderson, Nevada 89014 (hereinafter "Assignee"), is desirous of acquiring the above-listed trademark, as well as all other common law rights, world-wide rights and other applications and registrations for the INDY 500 trademark owned by Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the INDY 500 trademark, together with the goodwill of the business associated with or symbolized by said mark, and any and all common law rights for such mark owned by Assignor, and including the right to sue and collect damages for any past infringements of the mark. Assignor shall also fully cooperate with Assignee in recording the assignment of the INDY 500 mark to Assignee, including promptly executing any and all documents necessary to record and fully effectuate this assignment.

Indianapolis Motor Speedway Corporation

By: 
Signature

W. Curtis Brighton
Name

Vice President & General Counsel
Title

15 APRIL 2003
Date

STATE OF INDIANA)
) SS:
COUNTY OF MARION)

Subscribed and sworn to before me, a Notary Public, in and for said County and State,
this 15th day of April, 2003.



Signature of Notary Public

Carol S. Sowers

Printed

Notary Public

[NOTARY SEAL]

Notary's County of Residence:

Hamilton

Notary's Commission Expires:

December 17, 2008

INDY 1114315v1