



Form PTO-1594 7-1-03
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)

REC 102490926
TRADEMARKS ONLY

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

Tab settings

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

1. Name of conveying party(ies):

Mercedes Bohbot

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

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

3. Nature of conveyance:

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

Execution Date: September 10, 2002

2. Name and address of receiving party(ies)

Name: Jeff Hamilton Collection, Inc.
Internal Address: c/o Action Performance Co.

Street Address: 4707 E. Baseline Rd.
City: Phoenix State: AZ Zip: 85040

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Arizona
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

OFFICE OF PUBLIC RECORDS
2003 JUL -1 PM 3:08
FINANCE SECTION

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

A. Trademark Application No.(s)

2,145,567
B. Trademark Registration No.(s) 2,209,913
1,815,981 2,146,926 1,434,027

Additional number(s) attached Yes No

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

Name: Steven M. Weinberg
Internal Address: Greenberg Traurig
Suite 700

Street Address: 2375 E. Camelback Rd.
City: Phoenix State: AZ Zip: 85016

6. Total number of applications and registrations involved:

5

7. Total fee (37 CFR 3.41).....\$ 140.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

150184

DO NOT USE THIS SPACE

9. Signature.

Steven M. Weinberg
Name of Person Signing

Signature

July 1, 2003
Date

Total number of pages including cover sheet, attachments, and document: 9

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

07/07/2003 GTON11 00000077 150184 2145567

01 FC:8521 40.00 DA

02 FC:8522 100.00 DA

TRADEMARK
REEL: 002771 FRAME: 0780

ASSIGNMENT OF TRADEMARKS AND REGISTRATIONS

Effective Date: September 10, 2002

WHEREAS, Mercedes Bohbot, an individual citizen, with a mailing address of 418 South Roxbury, Beverly Hills, California, 90210 ("Assignor") has adopted and used, and is using the trademarks, service marks, and trade names identified on Schedule "A" hereto (collectively, the "Hamilton Marks"); and

WHEREAS, Jeff Hamilton Collection, Inc., an Arizona corporation and wholly owned subsidiary of Action Performance Companies, Inc., with offices at 4707 East Baseline Road, Phoenix, Arizona 85040 ("Assignee") desires to acquire all of Assignor's right, title, and interest in and to the Hamilton Marks and the goodwill associated therewith, and all registrations and applications for registration thereof, and Assignor desires to assign all of its right, title, and interest in the foregoing to Assignee.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby transfers unto said Assignee all right, title and interest in and to the said Hamilton Marks, together with: (a) any registration of said Hamilton Marks, (b) the goodwill of the business symbolized by and associated with said Hamilton Marks and any registrations thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to said Hamilton Marks or any registrations thereof or such associated goodwill. It is further agreed, that upon the request of Assignee, Assignor shall duly execute, acknowledge and deliver all such further acts, deeds, assignments, transfers, conveyances, powers of attorney, and assurances as may be reasonably required to effect the terms of this Agreement.

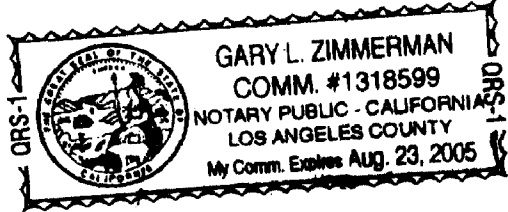
M. Bohbot
MERCEDES BOHBOT

State of CALIFORNIA
County of LOS ANGELES

On this 10th day of September 10, 2002, before me, the undersigned, personally appeared Mercedes Bohbot, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the foregoing instrument for the purposes therein contained.

My commission expires: 8/23/05
(SEAL)

Gary Zimmerman
NOTARY PUBLIC



SCHEDULE A

MARK	United States Patent and Trademark Office SERIAL NUMBER
JEFF HAMILTON J H and Design	2,146,926
JEFF HAMILTON	2,209,913
JEFF HAMILTON and Design	2,145,567
JEFF HAMILTON	1,815,981
JEFF HAMILTON and Design	1,434,027

Assignment of Hamilton Trademarks

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RECORDED: 07/01/2003

**TRADEMARK
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