

9/2/03

09-25-2003

FORM PTO-1594
1-31-92

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



102558956

To the Honorable Commissioner of Patents and Trademarks

thereof.

1. Name of conveying party(ies):
Indianapolis Motor Speedway Corporation

Name: Brickyard Trademarks, Inc.

SEP 2 2003

Internal Address:
Street Address: 2920 N. Green Valley Parkway, Bldg. 3-321-8
City: Henderson State: Nevada Zip: 89014

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

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

Additional name(s) of conveying parties(ies) attached: Yes No

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
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: August 19, 2003

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

A. Trademark Application No.(s)

B. Trademark registration No.(s):

2,729,453

Additional numbers attached? Yes No

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: 1

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 L. St. Peter
Signature

9/27/03
Date

Total number of pages including cover sheet: 3

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

Do not detach this portion

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

09/24/2003 DBYRNE 00000156 2729453

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

01 FC:852 40.00 DP

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231 and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503 1226120

ASSIGNMENT OF TRADEMARK

WHEREAS, the Indianapolis Motor Speedway Corporation, an Indiana corporation located at 4790 West 16th Street, Indianapolis, Indiana 46222 ("Assignor"), is the owner of U.S. Registration No. 2,729,453 for the mark INDYCAR in connection with providing entertainment services in the nature of automobile races (the "Trademark"), together with the goodwill symbolized thereby;

WHEREAS, Brickyard Trademarks, Inc., a Nevada corporation located at 2920 North Green Valley Parkway, Building 3-321-8, Henderson, Nevada 89014 ("Assignee"), is desirous of acquiring the Trademark, together with the goodwill symbolized thereby; and,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor hereby assigns to Assignee all its right, title and interest in and to the Trademark, together with the goodwill of the business associated with or symbolized by the Trademark, including the right to sue and collect damages for any past or future infringements of the Trademark; and
2. Assignor shall execute and deliver or shall cause to be executed and delivered all such transfers, assignments, conveyances, powers of attorney, assurances or any other documents necessary to confirm, effectuate or record the assignment granted herein and shall take all such further action, including, without limitation, making all filings with the United States Patent & Trademark Office in order to confirm, effectuate or record this assignment of the Trademark to Assignee granted herein as Assignee may from time to time reasonably request.

INDIANAPOLIS MOTOR SPEEDWAY CORPORATION

By: W. Curtis Brighton

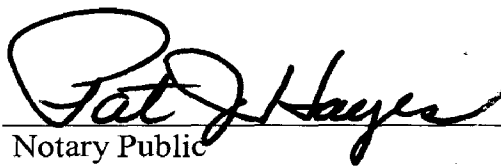
Printed: W. Curtis Brighton

Title: Vice President and General Counsel

Date: 19 AUGUST 2003

STATE OF INDIANA)
) SS:
COUNTY OF MARION)

Sworn to and subscribed before me, a Notary Public, in and for said County and State, this 19th
day of August, 2003.



Notary Public

Pat J. Hayes

Printed

My Commission Expires:

10-28-06

My County of Residence:

Hendricks County

INDY 1200362v1