

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
International Speedway Corporation		04/20/2004	CORPORATION:

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	International Speedway, Inc.
<b>Street Address:</b>	639 Isbell Road, Suite 390-L
<b>City:</b>	Reno
<b>State/Country:</b>	NEVADA
<b>Postal Code:</b>	89509
<b>Entity Type:</b>	CORPORATION:

<b>PROPERTY NUMBERS Total: 2</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	2646171	DAYTONA USA GEARED FOR LEARNING
Registration Number:	2272557	VELOCITORIUM

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(386)681-4415
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	386-681-4319
<b>Email:</b>	tsandridge@iscmotorsports.com
<b>Correspondent Name:</b>	Karen B. Leetzow
<b>Address Line 1:</b>	1801 W. International Speedway Blvd.
<b>Address Line 4:</b>	Daytona Beach, FLORIDA 32114

<b>NAME OF SUBMITTER:</b>	Theresa L. Sandridge
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<b>Total Attachments: 1</b> source=ISC to ISI 04-20-04.2#page1.tif
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OP \$65.00 2646171

This Registration Assignment Agreement (“Agreement”) is made and entered into as of this 20<sup>th</sup> day of April, 2004, by and between International Speedway Corporation (“Assignor”), a corporation organized and existing under the laws of the State of Florida and having its principal place of business at 1801 West International Speedway Boulevard, Daytona Beach, Florida 32114, and International Speedway, Inc. (“Assignee”), a Delaware corporation having its principal place of business at 639 Isbell Road, Suite 390-L, Reno, Nevada 89509.

WHEREAS, Assignor is the owner of the following trademarks and/or service marks, together with the goodwill symbolized by, subsisting in, and connected with said marks; DAYTONA USA GEARED FOR LEARNING & Design and VELOCITORIUM (the “Marks”);

AND WHEREAS, assignor owns the following subsisting federal registrations (the “Registrations”) for the Marks:

MARK	REGISTRATION NUMBER	GOODS/SERVICES
DAYTONA USA GEARED FOR LEARNING & Design	2,646,171	On-line educational services provided to elementary school teachers, namely, providing on-line lesson plans, course curricula, and teaching and instructional materials in the fields of language arts, writing, mathematics, social sciences, and science. (I.C. 41)
VELOCITORIUM	2,272,557	Entertainment services in the nature of an amusement park attraction (I.C. 41)

AND WHEREAS, Assignor is desirous of transferring and assigning to Assignee, and Assignee is desirous of acquiring, all right, title and interest in and to the Marks, the goodwill therein, and the Registrations.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks and the Registrations, together with the goodwill symbolized thereby subsisting therein, and connected therewith.

**INTERNATIONAL SPEEDWAY CORPORATION**  
 (“Assignor”)

By:   
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W. Garrett Crotty

Title: Secretary  
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