

11-06-2003



102593524

1D-10-03

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

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: October 1, 2003

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

A. Trademark Application No.(s)
76/062,698

Additional numbers attached? Yes No

B. Trademark registration No.(s):

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 St. Peter
Signature

10/7/03
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:

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

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 1250588

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. Application Serial No. 76/062,698 for the mark CARB DAY in connection with entertainment in the form of automobile racing services, namely, conducting a pre-race pit stop competition for race car teams, an automobile parade, practice racing, and a live music concert in conjunction with an annual automobile race (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, and any and all common law rights, world-wide rights and other applications or registrations for such Trademark owned by Assignor, and 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: OCTOBER 1, 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 1st
day of October, 2003.

Pat J Hayes
Notary Public

Printed

My Commission Expires:

10-28-06

My County of Residence:

Hendricks

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