

**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>
National Association for Stock Car Auto Racing, Inc.		09/13/2004	CORPORATION: FLORIDA

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Game Change Marketing, LLC
<b>Street Address:</b>	2049 Centruy Park East, Suite 3000
<b>Internal Address:</b>	Attn: Karen Leetzow-Legal
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90067
<b>Entity Type:</b>	Limited Liability Company:

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Serial Number:	78409184	CONCERTWATCH
Serial Number:	78409186	CONCERTWATCH
Serial Number:	78409188	CONCERTWATCH
Serial Number:	78409190	CONCERTWATCH
Serial Number:	78438603	GAMECHANGE MARKETING
Serial Number:	78408633	RACEWATCH
Serial Number:	78408652	RACEWATCH
Serial Number:	78408658	RACEWATCH
Serial Number:	78409174	RACEWATCH
Serial Number:	78409175	REELWATCH
Serial Number:	78409176	REELWATCH
Serial Number:	78409178	REELWATCH
Serial Number:	78409183	REELWATCH

OP \$340.00 78409184

CORRESPONDENCE DATA

Fax Number: (386)681-4415

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 386-681-4319

Email: tsandridge@nascar.com

Correspondent Name: NASCAR, Inc.

Address Line 1: 1801 W. International Speedway Blvd.

Address Line 2: Attn: Karen Leetzow

Address Line 4: Daytona Beach, FLORIDA 32114

NAME OF SUBMITTER:

Theresa L. Sandridge

Total Attachments: 1

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**ASSIGNMENT**

This Assignment Agreement ("Agreement") is made and entered into as of this 13<sup>th</sup> day of September, 2004, by and between National Association for Stock Car Auto Racing, Inc. ("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 Game Change Marketing, LLC ("Assignee"), a Nevada limited liability company having its principal place of business at 2049 Century Park East, Suite 3000, Los Angeles, California 90067.

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; CONCERTWATCH, GAMECHANGE MARKETING, RACEWATCH and REELWATCH (the "Marks");

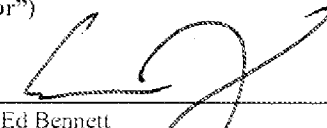
AND WHEREAS, assignor owns the following subsisting federal applications (the "Applications") for the Marks:

MARK	SERIAL NUMBER	GOODS/SERVICES
CONCERTWATCH	78/409,184	Pre-recorded compact discs, video tapes, audio-visual cassettes, CD-ROMs and DVD's featuring the entertainment industry. (I.C. 9)
CONCERTWATCH	78/409,186	Periodical printed publications, magazines, guides and programs featuring the entertainment industry. (I.C. 16)
CONCERTWATCH	78/409,188	Broadcasting services, namely, audio, cable television, network television, digital television, online and radio featuring the entertainment industry. (I.C. 38)
CONCERTWATCH	78/409,190	Interactive online services, namely, providing an online magazine featuring information about the entertainment industry. (I.C. 42)
GAMECHANGE MARKETING	78/438,603	Advertising agency services; dissemination of advertising for others via the internet; preparing audio-visual presentations for use in advertising; entertainment, namely a continuing show broadcast over television, satellite, digital, audio, and video media; production of radio and television programs; printed materials, namely playbills, programs, brochures, newsletters and booklets featuring information and editorials relating to topics of interest to consumers and advertisers. (I.C. 35)
RACEWATCH	78/408,633	Pre-recorded compact discs, video tapes, audio-visual cassettes, CD-ROMs and DVD's featuring all types of racing. (I.C. 9)
RACEWATCH	78/408,652	Periodical printed publications, magazines, guides and programs featuring all types of racing. (I.C. 16)
RACEWATCH	78/408,658	Broadcasting services, namely, audio, cable television, network television, digital television, online and radio featuring all types of racing. (I.C. 38)
RACEWATCH	78/409,174	Interactive online services, namely, providing an online magazine featuring information about all types of racing. (I.C. 42)
REELWATCH	78/409,175	Pre-recorded compact discs, video tapes, audio-visual cassettes, CD-ROMs and DVD's featuring the entertainment industry. (I.C. 9)
REELWATCH	78/409,176	Periodical printed publications, magazines, guides and programs featuring the entertainment industry. (I.C. 16)
REEL WATCH	78/409,178	Broadcasting services, namely, audio, cable television, network television, digital television, online and radio featuring the entertainment industry. (I.C. 38)
REELWATCH	78/409,183	Interactive online services, namely, providing an online magazine featuring information about the entertainment industry. (I.C. 42)

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 Applications.

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 Applications, together with the goodwill symbolized thereby subsisting therein, and connected therewith.

**NATIONAL ASSOCIATION FOR STOCK CAR AUTO RACING, INC.**  
 ("Assignor")

By:   
 Ed Bennett

Title: Vice President of Corporate Administration

**TRADEMARK**