

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
National Association for Stock Car Auto Racing, Inc.		09/16/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	Grand American Road Racing Association, LLC		
Street Address:	1801 W. International Speedway Blvd.		
Internal Address:	Karen B. Leetzow		
City:	Daytona Beach		
State/Country:	FLORIDA		
Postal Code:	32114		
Entity Type:	Limited Liability Company:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2992611	A DRIVING PASSION IT'S WHAT MOVES US	
CORRESPONDENCE DATA			
Fax Number:	(386)681-4415		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	386-681-4319		
Email:	tsandridge@nascar.com		
Correspondent Name:	Karen B. Leetzow		
Address Line 1:	1801 W. International Speedway Blvd.		
Address Line 4:	Daytona Beach, FLORIDA 32114		
NAME OF SUBMITTER:	Secretary		
Signature:	/w garrett crotty/		
Date:	09/16/2005		

OP \$40.00 2992611

Total Attachments: 1
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ASSIGNMENT

This Assignment Agreement ("Agreement") is made and entered into as of this 16th day of September, 2005, 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 Grand American Road Racing Association, LLC, LLC ("Assignee"), a Delaware limited liability company having its principal place of business at 1801 West International Speedway Boulevard, Daytona Beach, Florida 32114.

WHEREAS, Assignor is the owner of the following service mark, together with the goodwill symbolized by, subsisting in, and connected with said mark; A DRIVING PASSION IT'S WHAT MOVES US & Design (the "Mark");

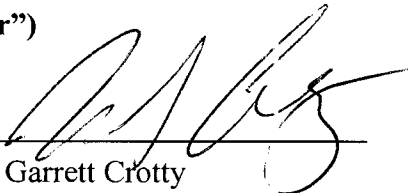
AND WHEREAS, assignor owns the following subsisting federal trademark registration (the "Registration") for the Mark:

MARK	REGISTRATION NUMBER	GOODS/SERVICES
A DRIVING PASSION IT'S WHAT MOVES US & Design	2,992,611	Entertainment services, namely, sanctioning, regulating and governing automobile racing. (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 Mark, the goodwill therein, and the Registration.

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

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

By: 
W. Garrett Crotty

Title: Secretary