

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	01/31/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SFX Motor Sports, Inc.		03/14/2006	CORPORATION: TEXAS

RECEIVING PARTY DATA

Name:	American Sportbike Racing Association, LLC
Street Address:	9928 Peregrine Trail
City:	Fort Worth
State/Country:	TEXAS
Postal Code:	76108
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	78761740	CCS
Serial Number:	78761815	CHAMPIONSHIP CUP SERIES

CORRESPONDENCE DATA

Fax Number: (212)259-2564
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212 408 2564
 Email: nytmdpt@bakerbotts.com
 Correspondent Name: Russell H. Falconer, Baker Botts LLP
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 Address Line 2: 44th Floor
 Address Line 4: New York, NEW YORK 10112-4498

ATTORNEY DOCKET NUMBER:	065831.0101 03355
NAME OF SUBMITTER:	Russell H. Falconer

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Signature:

/russell falconer/

Date:

03/16/2006

Total Attachments: 2

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ASSIGNMENT

Assignment effective the 31st day of January, 2006.

WHEREAS, SFX Motor Sports, Inc. (hereinafter "Assignor"), a corporation organized and existing under the laws of the state of Texas, with a place of business at 4255 Meridian Parkway, Aurora, Illinois 60504, is the owner of all right, title and interest in and to the trademarks listed on Attachment A hereto, the registrations thereof, and the goodwill thereof; and


WHEREAS, American Sportbike Racing Association, LLC (hereinafter "Assignee"), a limited liability company organized and existing under the laws of the state of Texas, with a place of business at 9928 Peregrine Trail, Fort Worth, Texas 76108, is desirous of acquiring said marks, the registrations thereof and the goodwill thereof:

NOW, THEREFORE:

In consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee its rights, title and interest in and to the said trademarks, together with the goodwill thereof and the United States trademark registrations thereof.

SFX MOTOR SPORTS, INC.

Dated: March 14, 2006

By: 
Name: Louis Guscovitch
Title: VP Business Affairs

ATTACHMENT A

Trademark	Reg./Ser. No.	Goods/Services
CCS	78/761,740	promotion of sport bike motorcycle road racing events, Class 35 production and sanctioning of sport bike motorcycle road racing events, Class 41
CHAMPION CUP SERIES	78/761,815	promotion of sport bike motorcycle road racing events, Class 35 production and sanctioning of sport bike motorcycle road racing events, Class 41

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