

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
Teresa H. Earnhardt		06/15/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	JR. Motorsports, LLC		
Street Address:	1675 CODDLE CREEK HIGHWAY		
City:	MOORESVILLE		
State/Country:	NORTH CAROLINA		
Postal Code:	28115		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2673722	DALE EARNHARDT JR.	
Registration Number:	2673723	DALE EARNHARDT JR.	
Serial Number:	76287878	DALE JR.	
CORRESPONDENCE DATA			
Fax Number:	(704)339-3425		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	704-377-8125		
Email:	jhunter@rbh.com		
Correspondent Name:	Jayne C. Hunter		
Address Line 1:	101 North Tryon Street		
Address Line 2:	Suite 1900		
Address Line 4:	Charlotte, NORTH CAROLINA 28246		
ATTORNEY DOCKET NUMBER:	17015		
NAME OF SUBMITTER:	Jayne C. Hunter		

OP \$90.00 2673722

Signature:	/Jayne C. Hunter/
Date:	06/20/2006
Total Attachments: 2 source=Dale Jr. Assignment SFX10CF#page1.tif source=Dale Jr. Assignment SFX10CF#page2.tif	

ASSIGNMENT

Teresa H. Earnhardt ("Assignor"), the owner of the Jr. Marks (as defined below), hereby sells, transfers and assigns to JR. Motorsports L.L.C. ("JRM") all of Assignor's right, title and interest in and to the "Dale Earnhardt Jr." and "Dale Jr." marks, as well as the registrations and applications directed thereto as set forth on Schedule A, (collectively "Jr. Marks") in the United States and throughout the world and any common law rights relating to the Jr. Marks, together with all associated goodwill represented by the Jr. Marks, with the right to sue and recover for, and the right to profits, penalties or damages due or accrued arising out of or in connection with any and all infringements or dilution of or damage or injury to the Jr. Marks or such represented goodwill as fully and entirely as the same would have been held by Assignor had this assignment not been made.

TERESA H. EARNHARDT ("ASSIGNOR")

By: Teresa H. Earnhardt (SEAL)

Name: Teresa H. Earnhardt

Date: June 15, 2006

SCHEDULE A

Trademarks and Registrations

DALE EARNHARDT JR. (typewritten form)	U.S. Registration No. 2,673,722
DALE EARNHARDT JR. (stylized form)	U.S. Registration No. 2,673,723
DALE JR.	U.S. Application No. 76/287,878