

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Formula One Licensing BV		04/01/2007	CORPORATION: NETHERLANDS
RECEIVING PARTY DATA			
Name:	Formula One Administration Limited		
Street Address:	6 Princes Gate		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SW7 1QJ		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76550991	F1 FORMULA 1	
CORRESPONDENCE DATA			
Fax Number:	(615)687-6993		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	615-238-6304		
Email:	trademarks@bonelaw.com		
Correspondent Name:	Paul W. Kruse		
Address Line 1:	511 Union Street		
Address Line 2:	Suite 1600		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	112338-060846		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Paul W. Kruse

Signature:

/Paul W. Kruse/

Date:

04/24/2007

Total Attachments: 1

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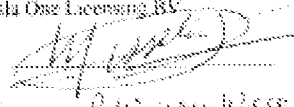
TRADEMARK ASSIGNMENT


TRADEMARK ASSIGNMENT made as of April 16, 2007 by and among Formula One Licensing BV with an address at Robin 55, NL-1012 KK, Amsterdam, Netherlands (the "Assignor") and Formula One Administration Limited with an address at 6 Princes Gate, London SW7 1QJ (the "Assignee"). Assignor is a corporation of the United Kingdom

Assignor owns all right, title and interest in U.S. Trademark Application Ser. No. 76,550,791 and the mark and goods set forth therein (the "Trademark"). Assignor wishes to assign all right, title and interest in the Trademark to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademark, together with the good will of the business symbolized by the Trademark and any applications and/or registrations thereof, and the right (but not the obligation) to assert the Trademark and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

The Trademark is the subject of an application based on Assignor's bona fide intent to use the Trademark in commerce. Assignor hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the application and the Trademark pertain.

Formula One Licensing BV
By: 
Name: R. van WESSELINK
Title: DIRECTOR

Formula One Administration Limited
By: 
Name: A. C. ECCLESTONE
Title: C.E.O.

FORM 1001 (11)