

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SFX MOTOR SPORTS, INC.		05/01/2007	CORPORATION: TEXAS

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	LIVE NATION MOTOR SPORTS, INC.
<b>Street Address:</b>	4255 MERIDIAN PARKWAY
<b>City:</b>	AURORA
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60504
<b>Entity Type:</b>	CORPORATION: TEXAS

**PROPERTY NUMBERS Total: 56**

Property Type	Number	Word Mark
Registration Number:	1415312	BATTLE OF THE MONSTER TRUCKS
Registration Number:	3176130	STREET WARRIORZ SERIES
Registration Number:	2974655	WORLD SUPERCROSS GP
Registration Number:	3221224	INFERNO
Registration Number:	3150449	MONSTER JAM
Registration Number:	3122575	SUMMER HEAT
Registration Number:	3077926	MXHOUR
Registration Number:	3013030	MONSTER TRUCK CLASSICS
Registration Number:	2980851	MOTOR MADNESS
Registration Number:	2926938	MAXIMUM DESTRUCTION
Registration Number:	2861600	MONSTER MUTT
Registration Number:	2937119	MXHOUR
Registration Number:	2843966	POWER FORWARD
Registration Number:	2904655	RAGIN' STEEL

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Registration Number:	3075088	MONSTER JAM UNITED STATES HOT ROD ASSOCIATION
Registration Number:	3199142	EL TORO LOCO
Registration Number:	2824885	HIGH ROLLER
Registration Number:	2808440	FMX
Registration Number:	2654388	BLUE THUNDER
Registration Number:	2654387	BLUE THUNDER
Registration Number:	2665961	USHRA
Registration Number:	2685676	EL TORO LOCO
Registration Number:	2675608	BLACKSMITH
Registration Number:	2735423	BLACKSMITH
Registration Number:	2743784	MAXIMUM DESTRUCTION
Registration Number:	2609525	CRASH MADNESS
Registration Number:	2586855	INTERNATIONAL FREESTYLE MOTOCROSS ASSOCIATION
Registration Number:	2603897	IFMA
Registration Number:	2810413	FMX
Registration Number:	2390991	GRAVE DIGGER
Registration Number:	2493090	
Registration Number:	2412223	BULLDOZER
Registration Number:	2434290	BULLDOZER
Registration Number:	2436405	TREADHEAD
Registration Number:	2325906	QUAD WARS
Registration Number:	2314331	BAR TO BAR
Registration Number:	2471007	GRAND SLAM
Registration Number:	2484286	STREET WARRIORS
Registration Number:	2264886	INSIDE MONSTER JAM
Registration Number:	2317583	FORMULA USA
Registration Number:	2116431	MONSTER JAM
Registration Number:	1866483	UNITED STATES HOT ROD ASSOCIATION
Registration Number:	1720198	UNITED STATES HOT ROD ASSOCIATION
Registration Number:	1718292	UNITED STATES HOT ROD ASSOCIATION
Registration Number:	1717712	UNITED STATES HOT ROD ASSOCIATION
Registration Number:	1795316	THUNDER NATIONALS
Registration Number:	1710119	GRAVE DIGGER
Registration Number:	1722616	UNITED STATES HOT ROD ASSOCIATION
Registration Number:	1331306	MOTOR SPECTACULAR

Serial Number:	78812456	WORLD SUPERCROSS GP
Serial Number:	78812336	WORLD SUPERCROSS GP
Serial Number:	78812468	WORLD SUPERCROSS GP
Serial Number:	78817274	SUPERCROSS LIVE!
Serial Number:	78849118	STREET WARRIORZ SERIES
Serial Number:	78960575	DIGGER'S DUNGEON
Serial Number:	78960136	DIGGER

**CORRESPONDENCE DATA**

Fax Number: (310)860-0363  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 310-248-3830  
Email: ESCHWIMMER@KMWLAW.COM  
Correspondent Name: ELLIE SCHWIMMER  
Address Line 1: 9720 WILSHIRE BLVD., PENTHOUSE  
Address Line 4: BEVERLY HILLS, CALIFORNIA 90212

ATTORNEY DOCKET NUMBER:	10567-00005A (ASSIGNMENT)
NAME OF SUBMITTER:	ELLIE SCHWIMMER
Signature:	/ES/
Date:	06/08/2007

Total Attachments: 3  
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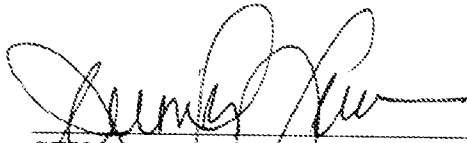
## TRADEMARK ASSIGNMENT

This trademark assignment ("Assignment") is effective as of May 1, 2007 ("Effective Date") by and between SFX Motor Sports, Inc. ("SFX"), a Texas corporation, on the one hand, and Live Nation Motor Sports, Inc. ("LNMS"), a Texas corporation, on the other hand.

WHEREAS SFX is the owner of the trademarks listed on attached Exhibit A ("Trademarks"), and corresponding Federal Trademark Registrations and Applications ("Registrations and Applications") including, without limitation, the goodwill associated with and symbolized by such trademarks, common law marks and trade names.

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, SFX hereby transfers and assigns to LNMS, all rights, title and interest in and to the Trademarks and the Registrations and Applications, and all intellectual property rights therein including, without limitation, the goodwill associated with such trademarks and all other rights as may exist now and/or hereafter come into existence, and including all renewals and extensions thereof, regardless of whether such rights arise under the law of the United States or any other state, country or jurisdiction.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed as of the effective date.

  
SFX Motor Sports, Inc.  
By: Jennifer Lewis  
Its: Vice President, Legal Affairs

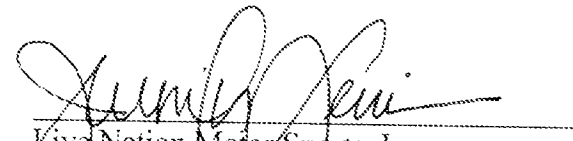
  
Live Nation Motor Sports, Inc.  
By: Jennifer Lewis  
Its: Vice President, Legal Affairs

EXHIBIT "A"

REGISTRATIONS

<u>1415312</u>	<u>BATTLE OF THE MONSTER TRUCKS</u>
<u>3176130</u>	<u>STREET WARRIORZ SERIES</u>
<u>2974655</u>	<u>WORLD SUPERCROSS GP</u>
<u>3221224</u>	<u>INFERNO</u>
<u>3150449</u>	<u>MONSTER JAM</u>
<u>3122575</u>	<u>SUMMER HEAT</u>
<u>3077926</u>	<u>MXHOUR</u>
<u>3013030</u>	<u>MONSTER TRUCK CLASSICS</u>
<u>2980851</u>	<u>MOTOR MADNESS</u>
<u>2926938</u>	<u>MAXIMUM DESTRUCTION</u>
<u>2861600</u>	<u>MONSTER MUTT</u>
<u>2937119</u>	<u>MXHOUR</u>
<u>2843966</u>	<u>POWER FORWARD</u>
<u>2904655</u>	<u>RAGIN' STEEL</u>
<u>3075088</u>	<u>MONSTER JAM UNITED STATES HOT ROD ASSOCIATION</u>
<u>3199142</u>	<u>EL TORO LOCO</u>
<u>2824885</u>	<u>HIGH ROLLER</u>
<u>2808440</u>	<u>FMX</u>
<u>2654388</u>	<u>BLUE THUNDER</u>
<u>2654387</u>	<u>BLUE THUNDER</u>
<u>2665961</u>	<u>USHRA</u>
<u>2685676</u>	<u>EL TORO LOCO</u>
<u>2675608</u>	<u>BLACKSMITH</u>
<u>2735423</u>	<u>BLACKSMITH</u>
<u>2743784</u>	<u>MAXIMUM DESTRUCTION</u>
<u>2609525</u>	<u>CRASH MADNESS</u>
<u>2586855</u>	<u>INTERNATIONAL FREESTYLE MOTOCROSS ASSOCIATION</u>
<u>2603897</u>	<u>IFMA</u>
<u>2810413</u>	<u>FMX</u>
<u>2390991</u>	<u>GRAVE DIGGER</u>
<u>2493090</u>	<i>(Design only - motorcycle)</i>
<u>2412223</u>	<u>BULLDOZER</u>
<u>2434290</u>	<u>BULLDOZER</u>
<u>2436405</u>	<u>TREADHEAD</u>
<u>2325906</u>	<u>QUAD WARS</u>
<u>2314331</u>	<u>BAR TO BAR</u>
<u>2471007</u>	<u>GRAND SLAM</u>
<u>2484286</u>	<u>STREET WARRIORS</u>
<u>2264886</u>	<u>INSIDE MONSTER JAM</u>
<u>2317583</u>	<u>FORMULA USA</u>
<u>2116431</u>	<u>MONSTER JAM</u>
<u>1866483</u>	<u>UNITED STATES HOT ROD ASSOCIATION</u>
<u>1720198</u>	<u>UNITED STATES HOT ROD ASSOCIATION</u>
<u>1718292</u>	<u>UNITED STATES HOT ROD ASSOCIATION</u>
<u>1717712</u>	<u>UNITED STATES HOT ROD ASSOCIATION</u>
<u>1795316</u>	<u>THUNDER NATIONALS</u>
<u>1710119</u>	<u>GRAVE DIGGER</u>
<u>1722616</u>	<u>UNITED STATES HOT ROD ASSOCIATION</u>
<u>1331306</u>	<u>MOTOR SPECTACULAR</u>

EXHIBIT "A" (continued)

APPLICATIONS

<u>78812456</u>	<u>WORLD SUPERCROSS GP</u>
<u>78812336</u>	<u>WORLD SUPERCROSS GP</u>
<u>78812468</u>	<u>WORLD SUPERCROSS GP</u>
<u>78817274</u>	<u>SUPERCROSS LIVE!</u>
<u>78849118</u>	<u>STREET WARRIORZ SERIES</u>
<u>78960575</u>	<u>DIGGER'S DUNGEON</u>
<u>78960136</u>	<u>DIGGER</u>