

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 Administration Limited		08/23/2007	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Formual One Licensing BV		
Street Address:	Rokin 55		
City:	Amsterdam		
State/Country:	NETHERLANDS		
Postal Code:	NL-1012 KK		
Entity Type:	CORPORATION: NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77170204	F1 FORMULA 1	
CORRESPONDENCE DATA			
Fax Number:	(615)238-6301		
	<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:	112338-60880		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

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Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Paul W. Kruse

Signature:

/Paul W. Kruse/

Date:

08/30/2007

Total Attachments: 1

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TRADEMARK ASSIGNMENT


TRADEMARK ASSIGNMENT made as of August 23, 2007 by and among Formula One Administration Limited with an address at 6 Princes Gate, London SW7 1QJ (the "Assignor") and Formula One Licensing BV with an address at Rokin 55, NL-1012 KK, Amsterdam, Netherlands (the "Assignee"). Assignee is a corporation of the Netherlands.

Assignor owns all right, title and interest to U.S. Trademark Application Ser. No. 77/170,204 and the mark and goods set forth therein (the "Trademark"). Assignor wishes to assign all right, title and interest to 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 therefor, 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.

If any of the Trademark are 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.


For Formula One Administration Limited, Kate Beavan, authorised to sign on behalf of Formula One Management Limited acting as agent & business manager for Formula One Administration Limited

By: 

Name: Kate Beavan

Title: Senior Counsel

Formula One Licensing BV

By: 

Name: Bas Beets

Title: Director

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