

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
JR. Motorsports, L.L.C.		09/13/2007	LIMITED LIABILITY COMPANY: NORTH CAROLINA

**RECEIVING PARTY DATA**

Name:	DEJ Holdings, LLC
Street Address:	349 Cayuga Drive
City:	Mooresville
State/Country:	NORTH CAROLINA
Postal Code:	28117
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA

**PROPERTY NUMBERS Total: 14**

Property Type	Number	Word Mark
Serial Number:	78830746	88
Serial Number:	78830750	88
Serial Number:	77103582	BIG MO'
Registration Number:	2673722	DALE EARNHARDT JR.
Registration Number:	2673723	DALE EARNHARDT JR.
Registration Number:	3178850	DALE JR.
Serial Number:	76448110	DIRTY MO' POSSE
Serial Number:	76448109	DMP
Registration Number:	3344702	JR
Registration Number:	3052831	JR
Serial Number:	77068174	JR NATION
Serial Number:	77068197	JUNIOR NATION
Serial Number:	77137671	THE DALE JR FOUNDATION

OP \$365.00 78830746

Serial Number:	77228933	WHISKY RIVER
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**CORRESPONDENCE DATA**

Fax Number: (704)339-3449  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Email: hcarpenter@rbh.com  
Correspondent Name: Heather Carpenter  
Address Line 1: c/o Robinson, Bradshaw & Hinson, P.A.  
Address Line 2: 101 N. Tryon Street, Suite 1900  
Address Line 4: Charlotte, NORTH CAROLINA 28246

ATTORNEY DOCKET NUMBER:	17015.00010
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NAME OF SUBMITTER:	Heather Carpenter
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Signature:	/Heather Carpenter/
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Date:	02/05/2008
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Total Attachments: 1 source=JR Motorsports name change#page1.tif
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**AMENDMENT OF ARTICLES OF ORGANIZATION  
OF  
JR. MOTORSPORTS, L.L.C.**

Pursuant to §57C-2-22 of the General Statutes of North Carolina, the undersigned limited liability company hereby submits the following Articles of Amendment for the purpose of amending its Articles of Organization.

1. The name of the limited liability company is JR. MOTORSPORTS, L.L.C.

The Articles of Organization are amended by deleting item no. 1 in its entirety and by substituting therefore the following item no. 1:

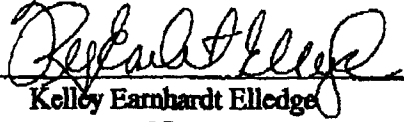
"1. The name of the limited liability company is: DEJ Holdings, LLC."

2. The amendment was duly adopted as provided in the limited liability company's operating agreement.
3. These articles will be effective upon filing.

This the 12 day of September, 2007.

JR. MOTORSPORTS, L.L.C.

By: \_\_\_\_\_

  
Kelley Earnhardt Elledge  
Authorized Person