

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
SFX Motor Sports, Inc.		05/01/2007	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Live Nation Motor Sports, Inc.		
Street Address:	4255 Meridian Parkway		
City:	Aurora		
State/Country:	ILLINOIS		
Postal Code:	60504		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2258586	F-USA	
Registration Number:	2810413	FMX	
CORRESPONDENCE DATA			
Fax Number:	(310)861-0366		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-867-7000		
Email:	ellieschwimmer@livenation.com		
Correspondent Name:	ELLIE SCHWIMMER		
Address Line 1:	9348 Civic Center Drive		
Address Line 4:	Beverly Hills, CALIFORNIA 90210		
NAME OF SUBMITTER:	Ellie Schwimmer		
Signature:	/ES/		
Date:	06/12/2008		

CH \$65.00 2258586

Total Attachments: 3

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**TRADEMARK
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective May 1, 2007 (the "Effective Date"), is by and between **SFX MOTOR SPORTS, INC.**, a Texas Corporation ("Assignor") and **LIVE NATION MOTOR SPORTS, INC.**, a Texas Corporation ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and associated trademark registrations listed in Exhibit A attached hereto, together with all goodwill associated therewith (collectively, the "Trademarks");

WHEREAS, Assignor desires to transfer to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the Trademarks pursuant to the terms of this Assignment.

NOW, THEREFORE, in consideration of the mutual promises herein contained and for good and other valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, all of Assignor's rights, title and interest in and to the Trademarks together with the goodwill associated therewith, 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 laws of the United States or any other state, country or jurisdiction.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment to be executed as of the Effective Date.

ASSIGNOR:

ASSIGNEE:

SFX MOTOR SPORTS, INC.

LIVE NATION MOTOR SPORTS, INC.

By: 

By: 





Name: Michael Rowles


Name: Michael Rowles

Title: General Counsel

Title: General Counsel

EXHIBIT A

TRADEMARK	COUNTRY	REGISTRATION NO.
F-USA	USA	2258586
FMX DESIGN 	USA	2810413
MONSTER JAM	Canada	TMA627320
GRAVE DIGGER	Canada	TMA623956
MAN ON MOTORCYCLE DESIGN 	Canada	TMA567046
MAN ON MOTORCYCLE DESIGN (SUPERMAN SILHOUETTE) 	Canada	TMA555122
MAN ON MOTORCYCLE DESIGN (CAN-CAN DESIGN) 	Canada	TMA555120

MAN ON MOTORCYCLE DESIGN (TABLE TOP DESIGN)	Canada	TMA555121
		
BAR TO BAR	Canada	TMA555123
ULTRACROSS	Canada	TMA530007
GRAVE DIGGER	CTM	2960490
MONSTER JAM	CTM	2926004
MONSTER JAM	China	3639781
GRAVE DIGGER	China	3639782
GRAVE DIGGER	China	3639783
MONSTER JAM	China	3639780
GRAVE DIGGER	Mexico	792112
GRAVE DIGGER	Mexico	792113
MONSTER JAM	Mexico	792115
MONSTER JAM	Mexico	792114