

**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>
Martin Smith		08/01/2008	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Speedway Motors, Inc.		
<b>Street Address:</b>	P.O. Box 81906		
<b>City:</b>	Lincoln		
<b>State/Country:</b>	NEBRASKA		
<b>Postal Code:</b>	68501		
<b>Entity Type:</b>	CORPORATION: NEBRASKA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3023494	SOCALOOK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(317)637-7561		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(317) 634-3456		
<b>Email:</b>	dsneed@uspatent.com		
<b>Correspondent Name:</b>	Charles J. Meyer		
<b>Address Line 1:</b>	111 Monument Circle, Suite 3700		
<b>Address Line 4:</b>	Indianapolis, INDIANA 46204		
<b>ATTORNEY DOCKET NUMBER:</b>	7440-78		
<b>NAME OF SUBMITTER:</b>	Charles J. Meyer		
<b>Signature:</b>	/Charles J. Meyer/		
<b>Date:</b>	09/23/2008		

OP \$40.00 3023494

Total Attachments: 2

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## ASSIGNMENT

THIS AGREEMENT is made this 1st day of August, 2008, by and between Martin Smith ("Assignor"), whose business address is 10978 Ayres Avenue, Los Angeles, California 90064 and Speedway Motors, Inc., a Nebraska Corporation ("Assignee", and collectively, the "Parties"), whose business address is P.O. Box 81906, Lincoln, Nebraska 68501.

WHEREAS Assignor is the owner of the trademark SOCALOOK and United States Trademark Registration No. 3,023,494, including the goodwill and any and all corresponding United States and foreign trademark registrations and applications; and,

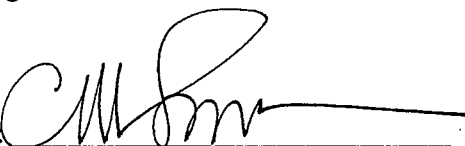
WHEREAS, Assignee desires to acquire said mark and registration thereon;

### NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN

Be it known that for and in consideration of the sum of One and No/100 Dollars (\$1.00) and other good and valuable consideration said Assignor hereby acknowledges the aforesaid assignment and transfer, and by these presents does assign and transfer unto Assignee the entire right, title and interest in and to the above named U.S. and foreign trademarks, applications and Certificates of Registration, together with the goodwill of the business symbolized by said marks, together with all rights of action, in law or in equity, for any past or future infringement thereof. Assignor agrees to promptly execute and deliver to Assignee or its legal representatives all papers, instruments or affidavits required to carry out and record this transfer and assignment of the Trademark Properties to Assignee.

Said trademarks, applications and registrations are to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns to the full end of the present or extended term of said trademarks, as fully and entirely as the same would have been held by Assignor if this assignment and contribution had not been made.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed and effective as of the 1<sup>st</sup> day of August 2008.

By:   
Martin Smith

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGEMENT**

STATE OF California )SS  
COUNTY OF Los Angeles )

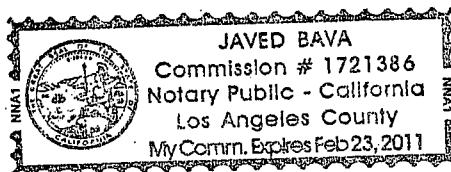
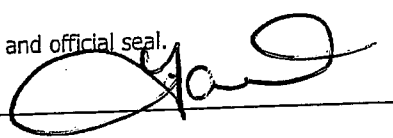
On 8/18/08 before me, Javed Bava, Notary Public, personally appeared Charles Martin Swite

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_



This area for official notarial seal.

**OPTIONAL SECTION  
CAPACITY CLAIMED BY SIGNER**

Though statute does not require the Notary to fill in the data below, doing so may prove invaluable to persons relying on the documents.

- INDIVIDUAL
- CORPORATE OFFICER(S) TITLE(S)
- PARTNER(S)  LIMITED  GENERAL
- ATTORNEY-IN-FACT
- TRUSTEE(S)
- GUARDIAN/CONSERVATOR
- OTHER

SIGNER IS REPRESENTING:

\_\_\_\_\_  
Name of Person or Entity

\_\_\_\_\_  
Name of Person or Entity

**OPTIONAL SECTION**

Though the data requested here is not required by law, it could prevent fraudulent reattachment of this form.

**THIS CERTIFICATE MUST BE ATTACHED TO THE DOCUMENT DESCRIBED BELOW**

TITLE OR TYPE OF DOCUMENT: \_\_\_\_\_

NUMBER OF PAGES \_\_\_\_\_

DATE OF DOCUMENT \_\_\_\_\_

SIGNER(S) OTHER THAN NAMED ABOVE \_\_\_\_\_