

**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>
NATIONAL ASSOCIATION FOR STOCK CAR AUTO RACING, INC.		12/31/2008	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CREW CHIEF CLUB, LLC		
<b>Street Address:</b>	8979 HARRIS ROAD		
<b>City:</b>	CONCORD		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	28027		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2464093	CREW CHIEF CLUB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(704)805-5069		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	704-343-2042		
<b>Email:</b>	jhunter@mcguirewoods.com		
<b>Correspondent Name:</b>	Jayne Conway Hunter		
<b>Address Line 1:</b>	201 NORTH TRYON STREET		
<b>Address Line 2:</b>	BOX 26		
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28202		
<b>ATTORNEY DOCKET NUMBER:</b>	2054108.0003		
<b>NAME OF SUBMITTER:</b>	Jayne Conway Hunter		
<b>Signature:</b>	/Jayne Conway Hunter/		

OP \$40.00 2464093

Date:

03/10/2009

**Total Attachments: 2**

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TRADEMARK ASSIGNMENT

**WHEREAS,** National Association for Stock Car Auto Racing, Inc. ("Assignor") is the owner of the trademark registrations and applications in the United States Patent and Trademark Office as set forth on Schedule A (all such trademark registrations and applications, collectively, the "Trademarks"); and



**WHEREAS,** Crew Chief Club, LLC ("Assignee"), a Delaware limited liability company with offices at 8979 Harris Road, Concord, NC 28027 is desirous of acquiring any and all rights that Assignor may have in and to the Trademarks and the registrations and applications therefor, together with the goodwill of the business symbolized by the Trademarks, along with the right to recover for damages and profits for past infringements thereof;

**NOW THEREFORE,** for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Trademarks and the registrations and applications therefor in the United States and throughout the world together with the goodwill of the business symbolized by the Trademarks, along with the right to sue and recover for, and the right to profits, penalties or damages due or accrued arising out of or in connection with any and all past, present and future infringements or dilution of or damage or injury to the Trademarks or such represented goodwill;

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform other reasonable acts the Assignee may require in order to vest all Assignor's right, title and interest in and to the Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the even such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

This the 31<sup>st</sup> day of December, 2008.

NATIONAL ASSOCIATION FOR STOCK  
CAR AUTO RACING, INC.

By:   
James J. Leezow  
Its:   
James J. Leezow  
DEPUTY GENERAL COUNSEL

SCHEDULE A

U.S. Trademark Registration No. 2,464,093 for the mark CREW CHIEF CLUB  
Registration date: June 26, 2001

C911310

RECORDED: 03/10/2009

TRADEMARK  
REEL: 003949 FRAME: 0283