

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
Bristol Motor Speedway, LLC		07/31/2009	LIMITED LIABILITY COMPANY: TENNESSEE
RECEIVING PARTY DATA			
Name:	Speedway Properties Company, LLC		
Street Address:	2265-B Renaissance Drive		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89119		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2798213	THUNDER VALLEY NATIONALS	
CORRESPONDENCE DATA			
Fax Number:	(919)416-8363		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9192868041		
Email:	pto_tmconfirmation@mvalaw.com		
Correspondent Name:	Moore & Van Allen PLLC		
Address Line 1:	430 Davis Drive		
Address Line 2:	Suite 500		
Address Line 4:	Morrisville, NORTH CAROLINA 27560		
ATTORNEY DOCKET NUMBER:	032883.082		
NAME OF SUBMITTER:	Arlene D. Hanks		
Signature:	/Arlene D. Hanks/		

OP \$40.00 2798213

Date:

08/04/2009

Total Attachments: 1

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**ASSIGNMENT OF TRADEMARK AND SERVICE MARK
AND ACCOMPANYING GOODWILL**

THIS ASSIGNMENT by and between BRISTOL MOTOR SPEEDWAY, LLC, a Tennessee limited liability company, P. O. Box 3966, Bristol, Tennessee 37625, (hereinafter the "Assignor"), and SPEEDWAY PROPERTIES COMPANY, LLC, a Delaware limited liability company, 2265-B Renaissance Drive, Las Vegas, Nevada 89119 (hereinafter the "Assignee").

WHEREAS, Assignor is the owner of all rights, title and interest in and to the THUNDER VALLEY NATIONALS trademark and service mark and the registration therefor in the United States Patent and Trademark Office, Registration Number 2,798,213, and the goodwill of the business associated therewith and symbolized thereby, (the "Mark"), and all rights appurtenant thereto, including, but not limited to, all common law rights, causes of action, all interests, claims and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation or other violation thereof, and the right to sue therefor; and

WHEREAS, Assignee is desirous of acquiring Assignor's rights in the Mark and all rights appurtenant thereto;

NOW, THEREFORE, in consideration of the sum of Ten and No/100 Dollars (\$10.00) and for other good and valuable consideration, receipt of which Assignor acknowledges by its execution below:


1. Assignor assigns to Assignee all of its rights, title and interest in and to the Mark and the registration therefor in the United States Patent and Trademark Office, Registration Number 2,798,213, together with the goodwill of the business connected with the use of and symbolized by said Mark, and together with any and all interests, claims and rights for damages and profits by reason of any past infringement or unauthorized use of the Mark, false designations of origin, unfair competition, deceptive trade practices and/or dilution related to the Mark, use of confusingly similar marks or names by others and all other related causes of action and the right to sue therefor.

2. Assignor agrees to perform all reasonable and proper additional acts and to execute any additional documents at the request and expense of Assignee which Assignee may require in order to transfer all of Assignor's rights, title and interest in and to the said Mark and the United States Patent and Trademark Office registration therefor to Assignee, its successors or assigns.

Executed and effective as of this 31st day of July, 2009.

ASSIGNOR:

BRISTOL MOTOR SPEEDWAY, LLC

By: 
Name: JEFF BYRD
Title: DLES