

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Darlington Raceway of South Carolina, LLC		08/11/2009	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	International Speedway, Inc.		
Street Address:	1801 W. International Speedway Blvd.		
Internal Address:	Attn: Karen B. Leetzow		
City:	Daytona Beach		
State/Country:	FLORIDA		
Postal Code:	32114		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	1877389	DARLINGTON	
Serial Number:	77566276	DARLINGTON HISTORIC RACING FESTIVAL	
Registration Number:	1212760	DARLINGTON RACEWAY	
Registration Number:	3279735	DARLINGTON STRIPE ZONE	
Registration Number:	2217013	DARLINGTON TOO TOUGH TO TAME	
Registration Number:	1170618	SOUTHERN 500	
Registration Number:	3035437	THE LADY IN BLACK	
Registration Number:	1419948	TOO TOUGH TO TAME	
Registration Number:	1822316	TOO TOUGH TO TAME	
CORRESPONDENCE DATA			
Fax Number:	(386)681-4415		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			

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Phone: 386-681-4319
Email: tsandridge@jscmotorsports.com
Correspondent Name: Karen B. Leetzow
Address Line 1: 1801 W. International Speedway Blvd.
Address Line 4: Daytona Beach, FLORIDA 32114

NAME OF SUBMITTER:	Assistant Secretary
Signature:	/brett m scharback/
Date:	08/12/2009

Total Attachments: 2
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ASSIGNMENT

This Assignment Agreement (“Agreement”) is made and entered into as of this 11th day of August 2009, by and between Darlington Raceway of South Carolina, LLC (“Assignor”), a Delaware corporation having its principal place of business at 1801 West International Speedway Boulevard, Daytona Beach, Florida 32114 and International Speedway, Inc. (“Assignee”), a Delaware corporation having its principal place of business at 1801 West International Speedway Boulevard, Daytona Beach, Florida 32114.

WHEREAS, Assignor is the owner of the following trademark and/or service marks, together with the goodwill symbolized by, subsisting in, and connected with said marks; DARLINGTON, DARLINGTON HISTORIC RACING FESTIVAL, DARLINGTON RACEWAY, DARLINGTON STRIPE ZONE, DARLINGTON TOO TOUGH TO TAME & Design, SOUTHERN 500, THE LADY IN BLACK, and TOO TOUGH TO TAME (the “Marks”);

AND WHEREAS, assignor owns the following subsisting federal trademark registrations and applications (the “Registrations & Applications”):


MARK	APPLICATION/ REGISTRATION NUMBER	GOODS/SERVICES
DARLINGTON	1,877,389	Common metals; namely novelty license plates for motor vehicles. [IC 6] Household utensils; namely mugs, shot glasses, drinking glasses, fruit jars and decanters. [IC 21] Clothing; namely caps and t-shirts. [IC 25] Games and playthings; namely die cast cars and electric road race sets. [IC 28] Education and entertainment; namely entertainment of conducting and organizing automobile racing events. [IC 41]
DARLINGTON HISTORIC RACING FESTIVAL	77/566,276	Entertainment services in the nature of motorsports fan festivals, show car displays, music concerts and motorsports driver and personality appearances. [IC 41]
DARLINGTON RACEWAY	1,212,760	Providing entertainment services in the form of automobile races. [IC 41]
DARLINGTON STRIPE ZONE	3,279,735	Entertainment and hospitality services, namely, conducting and planning parties for motorsports racing events. [IC 41]
DARLINGTON TOO TOUGH TOO TAME & Design	2,217,013	Paper goods and printed matter; namely bumper stickers, decals and postcards. [IC 16] Household utensils; namely mugs, shot glasses, drinking glasses, glass fruit jars and decanters. [IC 21] Cloth banners and towels. [IC 24]

SOUTHERN 500	1,170,618	Clothing; namely caps, shirts, shorts, visors, jackets, t-shirts. [IC 25] Toys and games; namely die cast toy cars and stuffed toy animals. [IC 28] Providing entertainment services in the form of automobile races. [IC 41]
THE LADY IN BLACK	3,035,437	Entertainment services in the nature of motorsports events, namely, conducting and organizing motorsports racing events. [IC 41]
TOO TOUGH TO TAME	1,419,948	Magazines featuring information on motor vehicle competitions, bumper stickers, decals and posters. [IC 16] Clothing; namely coats, t-shirts, hats, rainwear, shorts and warm-up suits. [IC 25] Entertainment services; namely conducting motor vehicle races and competitions. [IC 41]
TOO TOUGH TO TAME	1,822,316	Common metals; namely, novelty license plates for motor vehicles. [IC 6] Household utensils; namely mugs, shot glasses, drinking glasses, fruit jars and decanters. [IC 21]

AND WHEREAS, Assignor is desirous of transferring and assigning to Assignee, and Assignee is desirous of acquiring, all right, title and interest in and to the Marks, the goodwill therein, and the Registrations & Applications.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks and the Registrations & Applications, together with the goodwill symbolized thereby subsisting therein, and connected therewith.

DARLINGTON RACEWAY OF SOUTH CAROLINA, LLC
 (“Assignor”)

By: 
 Brett M. Scharback

Title: Assistant Secretary