

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
Donna J. Eisenhart		01/15/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Promotion Company, Inc.		
Street Address:	838 N. Delaware St.		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46204		
Entity Type:	CORPORATION: INDIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3733487	MONSTER TRUCK NATIONALS!	
CORRESPONDENCE DATA			
Fax Number:	(440)391-5101		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	440-391-5100		
Email:	carole@driggslaw.com		
Correspondent Name:	Patrick J. Daugherty		
Address Line 1:	38500 Chardon Road		
Address Line 4:	Willoughby Hills, OHIO 44094		
ATTORNEY DOCKET NUMBER:	EIS-60-6668		
NAME OF SUBMITTER:	Patrick J. Daugherty		
Signature:	/patrickjdaugherty/		
Date:	01/22/2010		

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Total Attachments: 1
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Trademark Assignment

WHEREAS, Donna J. Eisenhart, ("Assignor") of 13205 Samara Court, Chardon, Ohio 44024, has adopted, used and is using the Mark "MONSTER TRUCK NATIONALS", United States Patent and Trademark Office Registration No. 3733487: and

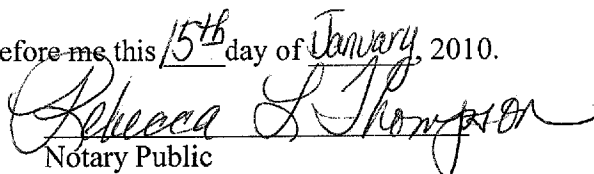
WHEREAS, The Promotion Company, Inc., ("Assignee") an Indiana Corporation with an address of 838 N. Delaware Street, Indianapolis, IN 46204, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and the above-identified registration thereof.

Effective as of: August 10, 2009


Donna J. Eisenhart

SUBSCRIBED and SWORN to before me this 15th day of January, 2010.


Notary Public

My Commission Expires: _____
REBECCA L. THOMPSON

Notary Public, State of Ohio

My Commission Expires 05/31/2014

Recorded in Lake County