

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
Daytona International Speedway, LLC		08/19/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	International Speedway, Inc.		
Street Address:	1801 West International Speedway Blvd.		
City:	Daytona Beach		
State/Country:	FLORIDA		
Postal Code:	32114		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1738576	GREAT AMERICAN RACE	
Registration Number:	2894279	THE GREAT AMERICAN RACE	
Registration Number:	2950870	THE GREAT AMERICAN RACE	
CORRESPONDENCE DATA			
Fax Number:	(386)681-4930		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	386-681-4319		
Email:	tsandridge@iscmotorsports.com		
Correspondent Name:	Karen B. Leetzow		
Address Line 1:	1801 West International Speedway Blvd.		
Address Line 4:	Daytona Beach, FLORIDA 32114		
NAME OF SUBMITTER:	Brett M. Scharback		
Signature:	/brett m scharback/		

OP \$90.00 1738576

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**TRADEMARK
 REEL: 004264 FRAME: 0354**

Date:

08/20/2010

Total Attachments: 1

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ASSIGNMENT

This Assignment Agreement ("Agreement") is made and entered into as of this 19th day of August, 2010, by and between Daytona International Speedway, LLC ("Assignor"), a corporation organized and existing under the laws of the State of Delaware and 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 mark; GREAT AMERICAN RACE and THE GREAT AMERICAN RACE (the "Marks");

AND WHEREAS, assignor owns the following subsisting federal trademark registrations (the "Registrations"):

MARK	APPLICATION/REGISTRATION NUMBER	GOODS/SERVICES
GREAT AMERICAN RACE	1,738,576	Promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with antique automobile road rallies. [IC 35] Entertainment services in the nature of rallies exclusively for licensable roadworthy antique motor vehicles staged over public road courses. [IC 41]
THE GREAT AMERICAN RACE	2,894,279	Clothing; namely hats, caps, sun visors, shirts, t-shirts, collared shirts, sports shirts, sweatshirts, jackets, wind shirts, and tank tops. [IC 25]
THE GREAT AMERICAN RACE	2,950,870	Entertainment services in the nature of racing events, namely, automobile, motorcycle, truck and go-cart races; conducting and organizing motorsports events. [IC 41]

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.

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, together with the goodwill symbolized thereby subsisting therein, and connected therewith.

DAYTONA INTERNATIONAL SPEEDWAY, LLC
("Assignor")

By: 
Brett M. Scharback

Title: Assistant Secretary