

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
Performance Events Promotion, LLC		02/07/2011	LIMITED LIABILITY COMPANY: INDIANA
RECEIVING PARTY DATA			
Name:	Brickyard Trademarks, Inc.		
Street Address:	4790 West 16th Street		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46222		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77894721	INDY IS RACING	
CORRESPONDENCE DATA			
Fax Number:	(317)592-5453		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	317-236-2100		
Email:	ipdocket@icemiller.com		
Correspondent Name:	Bradley M. Stohry		
Address Line 1:	One American Square		
Address Line 2:	Suite 2900		
Address Line 4:	Indianapolis, INDIANA 46282-0200		
ATTORNEY DOCKET NUMBER:	T05279US01		
NAME OF SUBMITTER:	Bradley M. Stohry		
Signature:	/bms/		

OP \$40.00 77894721

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**TRADEMARK
 REEL: 004471 FRAME: 0671**

Date:

02/09/2011

Total Attachments: 1

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Exhibit A
CONFIRMATORY ASSIGNMENT

This Confirmatory Assignment is entered into and effective as of the 7th day of February, 2011, by and between Brickyard Trademarks, Inc., a Nevada corporation having its principal place of business at 2215 B Renaissance Drive Las Vegas, Nevada 89119 ("BTI"), and Performance Events Promotion, LLC d/b/a International Motorsports Industry Show, an Indiana limited liability company having its principal place of business at 6950 Guion Road, Suite B, Indianapolis, Indiana 46268 ("Licensee").

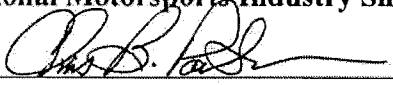
WHEREAS, as the result of a Assignment and License Agreement dated , Licensee, assigns and transfers to BTI, the entire right, title and interest in U.S. Trademark Application Serial No. 77/894,721 for the trademark INDY IS RACING (the "Mark"), together with the goodwill associated therewith; and

WHEREAS, in order to effect a formal written assignment of, and to vest title of record in the Mark in BTI, it is necessary to file with the U.S. Patent and Trademark Office, for purposes of recording, a confirmatory instrument specifically enumerating the Mark so assigned.

NOW THEREFORE, to whom it may concern, be it known that for the consideration described hereinabove, Licensee does hereby confirm that it is assigning and transferring to BTI, the Mark, together with the goodwill of the business associated with or symbolized by the Mark as of February 4, 2011.

IN WITNESS WHEREOF and intending to be legally bound, Licensee has caused this Confirmatory Assignment to be signed by its duly authorized representatives.

**Performance Events Promotion, LLC d/b/a
International Motorsports Industry Show**

By: 

Printed: CHRIS B. PAULSEN

Title: PARTNER / OWNER

Date: 2/8/11