

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
International Speedway, Inc.		11/30/2011	CORPORATION:

RECEIVING PARTY DATA

Name:	International Speedway Corporation
Street Address:	One Daytona Boulevard
City:	Daytona Beach
State/Country:	FLORIDA
Postal Code:	32114
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 88

Property Type	Number	Word Mark
Registration Number:	1050968	24 HOURS OF DAYTONA
Registration Number:	3848749	31° AT DAYTONA
Registration Number:	3848748	5TH TURN AT DAYTONA
Registration Number:	3559159	8 HOURS AT DAYTONA
Registration Number:	2725363	ACCELERATION ALLEY
Registration Number:	2032769	
Registration Number:	3201253	CLUB 24
Registration Number:	3565591	D5X
Registration Number:	3099306	DARE TO SIT THERE
Registration Number:	2042836	DAYTONA
Registration Number:	2056613	DAYTONA
Registration Number:	1827196	DAYTONA
Registration Number:	1228337	DAYTONA
Registration Number:	2861844	DAYTONA

OP \$2215.00 1050968

Serial Number:	78447355	DAYTONA
Registration Number:	3172252	DAYTONA
Registration Number:	3734318	DAYTONA
Registration Number:	1445066	DAYTONA
Registration Number:	1861606	DAYTONA
Registration Number:	2042834	DAYTONA
Registration Number:	3464845	DAYTONA
Registration Number:	2524170	DAYTONA
Registration Number:	1050970	DAYTONA 200
Registration Number:	0964900	DAYTONA 500
Registration Number:	1827197	DAYTONA 500
Registration Number:	3402726	DAYTONA 500 50 YEARS THE GREAT AMERICAN RACE 2008
Registration Number:	3441781	DAYTONA 500 50 YEARS THE GREAT AMERICAN RACE 2008
Registration Number:	3402728	DAYTONA 500 50 YEARS THE GREAT AMERICAN RACE 2008
Registration Number:	3402729	DAYTONA 500 50 YEARS THE GREAT AMERICAN RACE 2008
Registration Number:	3402730	DAYTONA 500 50 YEARS THE GREAT AMERICAN RACE 2008
Registration Number:	3402731	DAYTONA 500 50 YEARS THE GREAT AMERICAN RACE 2008
Registration Number:	3402732	DAYTONA 500 50 YEARS THE GREAT AMERICAN RACE 2008
Registration Number:	3441782	DAYTONA 500 50 YEARS THE GREAT AMERICAN RACE 2008
Registration Number:	3391408	DAYTONA 500 EXPERIENCE
Registration Number:	3391409	DAYTONA 500 EXPERIENCE
Registration Number:	2481304	DAYTONA CLUB
Registration Number:	2743655	DAYTONA DREAM LAPS
Serial Number:	77745619	DAYTONA ELITE
Registration Number:	0986222	DAYTONA INTERNATIONAL SPEEDWAY
Registration Number:	1819018	DAYTONA INTERNATIONAL SPEEDWAY
Registration Number:	1232848	DAYTONA INTERNATIONAL SPEEDWAY
Registration Number:	3449572	DAYTONA KARTWEEK
Registration Number:	3056539	DAYTONA MOTORCYCLE MARKETPLACE
Registration Number:	1901330	DAYTONA PIT SHOP

TRADEMARK

REEL: 004673 FRAME: 0470

Registration Number:	2887110	DAYTONA PROTOTYPES
Registration Number:	1861408	DAYTONA SPEEDWEAR
Registration Number:	1875314	DAYTONA SPEEDWEEKS
Registration Number:	1822849	DAYTONA USA
Registration Number:	3111426	DUEL AT DAYTONA
Registration Number:	3559158	FALL CYCLE SCENE DAYTONA INTERNATIONAL SPEEDWAY
Registration Number:	2937989	FANS "R" 1ST @ DAYTONA
Registration Number:	3007347	FANS R 1ST @ DAYTONA
Serial Number:	77373073	FIRE CRACKER 400
Registration Number:	3144796	
Registration Number:	2442989	
Registration Number:	3719960	HALLOW-DEGA
Registration Number:	3848750	IN THE GROOVE
Registration Number:	3088817	KICKSTAND CITY
Registration Number:	3073383	KICKSTAND CITY
Registration Number:	2878835	PAUL REVERE 250
Registration Number:	3848751	S SPARKPUB
Registration Number:	1876696	SPEEDWEEKS
Registration Number:	2861015	SUMMER SPEEDWEEK
Registration Number:	1819675	TALLADEGA
Registration Number:	1980408	TALLADEGA SERIES
Registration Number:	2590314	TALLADEGA SERIES
Registration Number:	2590313	TALLADEGA SERIES WIDE RIDE
Registration Number:	1821392	TALLADEGA SUPERSPEEDWAY
Registration Number:	2470093	TALLADEGA SUPERSPEEDWAY
Registration Number:	2470639	TALLADEGA SUPERSPEEDWAY
Registration Number:	3854722	THE PIT BOX AT DAYTONA
Registration Number:	3910882	THIS IS MORE THAN A RACE...THIS IS TALLADEGA
Serial Number:	77780659	TRACKSIDE TAVERN DAYTONA
Registration Number:	2272557	VELOCITORIUM
Registration Number:	1298117	WORLD CENTER OF RACING
Registration Number:	1822848	WORLD CENTER OF RACING
Registration Number:	3707580	DARLINGTON HISTORIC RACING FESTIVAL
Registration Number:	3279735	DARLINGTON STRIPE ZONE

Registration Number:	3035437	THE LADY IN BLACK
Registration Number:	1738576	GREAT AMERICAN RACE
Registration Number:	2950870	THE GREAT AMERICAN RACE
Registration Number:	2894279	THE GREAT AMERICAN RACE
Registration Number:	1877389	DARLINGTON
Registration Number:	1212760	DARLINGTON RACEWAY
Registration Number:	2217013	DARLINGTON TOO TOUGH TO TAME
Registration Number:	1170618	SOUTHERN 500
Registration Number:	1419948	TOO TOUGH TO TAME
Registration Number:	1822316	TOO TOUGH TO TAME

CORRESPONDENCE DATA

Fax Number: (386)681-4930
Phone: 386-681-4330
Email: tsandridge@jscmotorsports.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Theresa Sandridge
Address Line 1: One Daytona Boulevard
Address Line 4: Daytona Beach, FLORIDA 32114

NAME OF SUBMITTER:	Vice President
Signature:	/brett m scharback/
Date:	12/07/2011

Total Attachments: 20

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ASSIGNMENT

This Assignment Agreement ("Agreement") is made and entered into as of this ^{30th} day of ~~December~~ ^{November} 2011, by and between International Speedway Inc. ("Assignor"), a corporation organized and existing under the laws of Delaware and having its principal place of business at 2215B Renaissance Drive, Suite 5, Las Vegas, Nevada 89119, and International Speedway Corporation ("Assignee"), a corporation organized and existing under the laws of the State of Florida and having its principal place of business at One Daytona Boulevard, Daytona Beach, Florida 32114.

WHEREAS, Assignor is the owner of the following trademarks and/or service marks, together with the goodwill symbolized by, subsisting in, and connected with said marks; (the "Marks");

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

MARKS	APPLICATION NUMBER	GOODS/SERVICES
See Attachment		

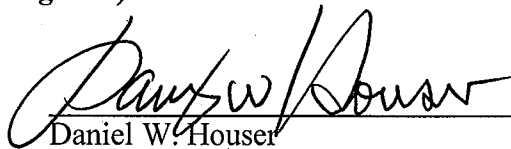
AND WHEREAS, Assignor is desirous of transferring and assigning to Assignee, and Assignee is desirous of acquiring, all right, title and interest in and to the Marks, the goodwill therein, and the Applications and Registrations.

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

INTERNATIONAL SPEEDWAY INC.





("Assignor")

By:


Daniel W. Houser


Title: President

Report 10 - TM - Listing by Registered Owner, Country, Trademark (incl. images)

Record ID	Registered Owner Trademark Name	Country Status	Appl. no./date	Reg. no./date Renewal	Class	Goods and Services	Image
187172	International Speedway, Inc. 24 HOURS OF DAYTONA	United States of America Registered	73/065,574 10-Oct-1975	1,050,968 19-Oct-1976	41	Entertainment services, namely, automobile racing.	
2009-PRF-000018/ US	International Speedway, Inc. 31 DEGREES AT DAYTONA & Design	United States of America Registered	77/780,546 14-Jul-2009	3,848,749 14-Sep-2010	43	Hospitality services, namely, providing food and beverages at motorsports racing events.	
2009-PRF-000017/ US	International Speedway, Inc. 5th TURB & Design	United States of America Registered	77/780,343 14-Jul-2009	3,848,748 14-Sep-2010	43	Hospitality services, namely, providing food and beverages at motorsports racing events.	
318018	International Speedway, Inc. 8 HOURS AT DAYTONA & Design	United States of America Registered	76/952,414 15-Aug-2006	3,559,159 06-Jan-2009	41	Entertainment services, namely organizing and conducting motorcycle racing events (Int. 41).	
235174	International Speedway, Inc. ACCELERATION ALLEY	United States of America Registered	76/265,189 29-May-2001	2,725,363 10-Jun-2003	41	Entertainment services in the nature of an amusement center attraction (Int. 41).	

28


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Record ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg no/date Renewal	Class	Goods and Services	Image
187455	International Speedway, Inc. Bluebird Vehicle Design	United States of America Registered	74/625,463 25-Jan-1995	2,032,769 21-Jan-1997	25	Clothing, namely, shirts, t-shirts, sweatshirts, sweaters, hats and jackets.	
308363	International Speedway, Inc. CLUB 24	United States of America Registered	78/794,894 19-Jan-2006	3,201,253 23-Jan-2007	43	Hospitality services, namely, providing food and beverages for members at motorsports events (Int. 43).	
2007-PRF-000079/ US	International Speedway, Inc. D5X	United States of America Registered	77/299,013 09-Oct-2007	3,565,591 20-Jan-2009	41	Amusement parks.	
284895	International Speedway, Inc. DARE TO SIT THERE	United States of America Registered	78/510,544 03-Nov-2004	3,099,306 30-May-2006	41	Entertainment services in the nature of motorsports events, namely, conducting and organizing motorsports events (Int. 41).	
187217	International Speedway, Inc. DAYTONA	United States of America Registered	74/715,711 15-Aug-1995	2,042,836 11-Mar-1997	42	Restaurant services, namely, providing food for consumption on and off the premises.	





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Record ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg. no/date Renewal	Class	Goods and Services	Image
187218	International Speedway, Inc. DAYTONA	United States of America Registered	74/647,966 17-Mar-1995	2,056,613 29-Apr-1997	30	Sandwiches	
187219	International Speedway, Inc. DAYTONA	United States of America Registered	74/331,726 12-Nov-1992	1,827,196 22-Mar-1994	6 16 18 20 21 24 25 28 41	Novelty license plates for motor vehicles made of common metals. Paper articles namely, book covers, bumper stickers, pencils, pens, three-ring binders, spiral notebooks, erasers and pencil cases of leather and/or imitation leather. Leather and imitation leather backpacks. Furniture namely, stadium seat cushions, sleeping bags and sleeping bag carriers sold as a unit. Household utensils namely, mugs, shot glasses, drinking glasses, portable can coolers, portable decanters and plastic sport bottles. Textile goods namely, beach towels, bedspreads, blankets, cornifiers, pillowcases, pillow shams, sheets and window curtains featuring designs relating to the field of auto racing. Clothing namely, caps, sweatshirts, golf shirts, jackets, t-shirts and visors. Games and playthings namely, board games, electronic driving games, electronic road race sets, battery powered non-coin operated pinball machines and plastic model cars. Entertainment services namely, organizing and conducting automobile racing events.	
200522	International Speedway, Inc. DAYTONA	United States of America Registered	73/355,280 18-Mar-1982	1,228,337 22-Feb-1983	9	Eyeglass frames and lenses. (Int. 9)	



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Record ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg.no/date Renewal	Class	Goods and Services	Image
269852	International Speedway, Inc. DAYTONA	United States of America Registered	75/826,790 19-Oct-1999	2,861,844 13-Jul-2004	25	Boots for motorcycle clists (Int. 12).	
280616	International Speedway, Inc. DAYTONA	United States of America Pending	78/447,355 08-Jul-2004		28	Golf equipment, namely: golf clubs, golf strips, putters, shafts, golf club covers and golf bags (Int. 28).	
287080	International Speedway, Inc. DAYTONA	United States of America Registered	78/535,471 20-Dec-2004	3,172,252 14-Nov-2006	3	Men's cologne, after shave, shaving cream, body wash, bath gels, body lotion, shampoo and deodorants (Int. 3).	
319014	International Speedway, Inc. DAYTONA	United States of America Registered	78/964,683 31-Aug-2006	3,734,318 05-Jan-2010	12	Recreational powerboats (Int. 12).	
187321	International Speedway, Inc. DAYTONA & Design	United States of America Registered	73/588,726 18-Mar-1986	1,445,066 30-Jun-1987	14 25 41	Jewelry. Clothing, namely, jackets and shirts. Organizing and conducting vehicle racing events.	






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Record ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg. no/date Renewal	Class	Goods and Services	Image
187322	International Speedway, Inc. DAYTONA & Design	United States of America Registered	74/331,735 12-Nov-1992	1,861,606 08-Nov-1994	6	Novelty license plates for motor vehicles made of common metals.	
					16	Paper articles, namely, book covers, bumper stickers, pencils, three-ring binders, and pens.	
					20	Furniture, namely, seat cushions, sleeping bags and sleeping bag carriers sold as a unit.	
					21	Household utensils, namely, mugs, shot glasses, drinking glasses, portable coolers, beverage insulators, glass fruit jars, salt and pepper shakers and decanters, and plastic sport bottles.	
					24	Textile goods, namely, beach towels, bedspreads, blankets, comforters, pillowcases, pillow shams, sheets & window treatments, namely curtains & draperies featuring designs relating to the field of auto racing.	
					28	Games & playthings, namely battery powered non coin-operated pinball machines, board games, electronic driving sets, plastic model cars.	
					30	Edible goods, namely cookies.	
					34	Smokers' articles, namely ashtrays not of precious metal.	
187325	International Speedway, Inc. DAYTONA & Design	United States of America Registered	74/715,305 14-Aug-1995	2,042,834 11-Mar-1997	42	Restaurant services, namely, providing food for consumption on and off the premises (Int. 42).	
2008-PRF-000008/ US	International Speedway, Inc. DAYTONA & Design (Assign American Marine)	United States of America Registered	75/734,320 22-Jun-1999	3,464,845 15-Jul-2008	12	Boats	
194504	International Speedway, Inc. DAYTONA & Flags Design	United States of America Registered	75/903,080 26-Jan-2000	2,524,170 01-Jan-2002	9	Sunglasses.	





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187330	International Speedway, Inc. DAYTONA 200	United States of America Registered	73/071,599 12-Dec-1975	1,050,970 19-Oct-1976	41	Entertainment services; namely, motorcycle racing.	
187333	International Speedway, Inc. DAYTONA 500	United States of America Registered	72/428,528 27-Jun-1972	964,900 24-Jul-1973	41	Entertainment services; namely, an annual automobile race, the entertainment being rendered through the medium of radio and television.	
187334	International Speedway, Inc. DAYTONA 500	United States of America Registered	74/331,734 12-Nov-1992	1,827,197 22-Mar-1994	6 21 25 28	<p>Novelty license plates for motor vehicles made of common metals.</p> <p>Household utensils; namely, salt and pepper shakers, mugs, shot glasses and glass fruit jars.</p> <p>Clothing; namely, caps and t-shirts.</p> <p>Games and playthings; namely, board games, electronic driving games, and battery powered non-coin operated pinball machines.</p>	
326477	International Speedway, Inc. DAYTONA 500 50 YEARS & Design	United States of America Registered	77/129,193 13-Mar-2007	3,402,726 25-Mar-2008	6	Key chains and license plates of common metal (Int. 6).	
326478	International Speedway, Inc. DAYTONA 500 50 YEARS & Design	United States of America Registered	77/129,262 13-Mar-2007	3,441,781 03-Jun-2008	9	Computer video game equipment for use in connection with personal computers and televisions, namely joysticks, interactive floor pads or mats; AM/FM radio headsets, electronic microphones; remote and cordless telephones, walkie-talkies and sunglasses (Int. 9).	



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326480	International Speedway, Inc. DAYTONA 500 50 YEARS & Design	United States of America Registered	77/129,279 13-Mar-2007	3,402,728 25-Mar-2008	16	Paper goods and printed materials, namely, books, magazines, comic books, program booklets, and periodical newsletters and newspapers, all in the field of automobile racing; posters, calendars, stickers, bumper stickers, decals, postcards, book covers, wirebound notebooks, loose leaf binders and memo pads; pens, pencils, and erasers; paper napkins and paper placemats, trading cards (Int. 16).	
326481	International Speedway, Inc. DAYTONA 500 50 YEARS & Design	United States of America Registered	77/129,286 13-Mar-2007	3,402,729 25-Mar-2008	18	Tote bags, back packs, duffel bags, travel bags, umbrellas, wallets, fanny packs and luggage (Int. 18).	
326482	International Speedway, Inc. DAYTONA 500 50 YEARS & Design	United States of America Registered	77/129,297 13-Mar-2007	3,402,730 25-Mar-2008	21	Housewares and glass products; namely, mugs, shot glasses, drinking glasses, salt and pepper shakers, decanters, portable coolers, insulating sleeve holders for beverage cans, and plastic sport bottles sold empty (Int. 21).	
326484	International Speedway, Inc. DAYTONA 500 50 YEARS & Design	United States of America Registered	77/129,307 13-Mar-2007	3,402,731 25-Mar-2008	25	Clothing, namely t-shirts, collared shirts, sport shirts, sweatshirts, sleeveless tank tops, jackets, sweaters, caps, hats, sun visors, shorts, pants, shoes, socks, belts, bandanas and headbands (Int. 25).	
326485	International Speedway, Inc. DAYTONA 500 50 YEARS & Design	United States of America Registered	77/129,327 13-Mar-2007	3,402,732 25-Mar-2008	28	Toys and playthings; namely diecast and plastic miniature cars, puzzles, and stuffed animals (Int. 28).	


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326487	International Speedway, Inc. DAYTONA 500 50 YEARS & Design	United States of America Registered	77/129,342 13-Mar-2007	3,441,782 03-Jun-2008	41	Entertainment services, namely, organizing and conducting automobile racing events (Int. 41).	
2007-PRF-000023/ US	International Speedway, Inc. DAYTONA 500 EXPERIENCE	United States of America Registered	77/220,090 02-Jul-2007	3,391,408 04-Mar-2008	41	Entertainment services, namely, an amusement park.	
2007-PRF-000022/ US	International Speedway, Inc. DAYTONA 500 EXPERIENCE & Design	United States of America Registered	77/220,095 02-Jul-2007	3,391,409 04-Mar-2008	41	Entertainment services, namely, an amusement park.	
177760	International Speedway, Inc. DAYTONA CLUB & Design	United States of America Registered	76/667,418 24-Mar-1999	2,481,304 28-Aug-2001	41	Hospitality club services for stock car racing fans attending racing events.	
235175	International Speedway, Inc. DAYTONA DREAM LAPS	United States of America Registered	76/265,188 29-May-2001	2,743,655 29-Jul-2003	41	Entertainment services in the nature of an amusement center attraction. (Int. 41)	



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2009-PRF-000010/ US	International Speedway, Inc. DAYTONA ELITE & Design	United States of America Pending	777,745,619 27-May-2009		12	Brake pads.	
187362	International Speedway, Inc. DAYTONA INTERNATIONAL SPEEDWAY	United States of America Registered	724,285,529 27-Jun-1972	986,222 11-Jun-1974	41	Conducting motor racing events.	
187363	International Speedway, Inc. DAYTONA INTERNATIONAL SPEEDWAY	United States of America Registered	743,311,737 12-Nov-1992	1,819,018 01-Feb-1994	25 28	Clothing; namely, jackets and t-shirts. Games and playthings; namely, electronic road race sets.	
187364	International Speedway, Inc. DAYTONA INTERNATIONAL SPEEDWAY & Design	United States of America Registered	733,332,888 16-Oct-1981	1,232,848 29-Mar-1983	25	Clothing; namely, jackets (int. 25).	
317985	International Speedway, Inc. DAYTONA KARTWEEK	United States of America Registered	789,958,582 23-Aug-2006	3,449,572 17-Jun-2008	41	Entertainment services, namely organizing and conducting go-kart racing events (int. 41).	





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280580	International Speedway, Inc. DAYTONA MOTORCYCLE MARKETPLACE & Design	United States of America Registered	78/446,362 06-Jul-2004	3,056,539 31-Jan-2006	35	Arranging and conducting trade show exhibitions in the field of motorcycles, motorcycle parts and accessories (Int. 35).	
187368	International Speedway, Inc. DAYTONA PIT SHOP	United States of America Registered	74/243,068 04-Feb-1992	1,901,330 20-Jun-1995	42	Retail store services featuring merchandise directed to the stock car, automotive and cycle racing fields.	
248841	International Speedway, Inc. DAYTONA PROTOTYPES	United States of America Registered	76/419,091 10-Jun-2002	2,887,110 21-Sep-2004	41	Entertainment services in the nature of conducting, sanctioning and organizing motorsports events (Int. 41).	
187370	International Speedway, Inc. DAYTONA SPEEDWEAR	United States of America Registered	74/243,069 04-Feb-1992	1,861,408 01-Nov-1994	25	Mens, women's and children's clothing; namely, t-shirts, collared shirts, sport shirts, sweatshirts, sleeveless tank tops, jackets, sweaters, vests, caps, hats, straw hats, sun visors, shorts, pants, sweat pants, shoes, sandals, shoelaces, belts and socks.	
187371	International Speedway, Inc. DAYTONA SPEEDWEEKS	United States of America Registered	74/331,747 12-Nov-1992	1,875,314 24-Jan-1995	25	Clothing; namely, caps and t-shirts.	
					41	Entertainment services; namely, organizing and conducting automobile racing events.	



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187375	International Speedway, Inc. DAYTONA USA	United States of America Registered	74/331,745 12-Nov-1992	1,822,849 22-Feb-1994	25 41	Clothing; namely, t-shirts. Entertainment services; namely, organizing and conducting automobile racing events.	
287085	International Speedway, Inc. DUEL AT DAYTONA	United States of America Registered	78/545,473 11-Jan-2005	3,111,426 04-Jul-2006	41	Entertainment services, namely, organizing and conducting automobile racing events (Int. 41).	
317983	International Speedway, Inc. FALL CYCLE SCENE & Design	United States of America Registered	78/352,398 15-Aug-2006	3,559,158 06-Jan-2009	41	Entertainment services, namely organizing and conducting motorcycle racing events (Int. 41).	
274264	International Speedway, Inc. FANS "R" FIRST @ DAYTONA	United States of America Registered	78/362,826 05-Feb-2004	2,937,989 05-Apr-2005	41	Hospitality services, namely a program offering information and assistance to guests attending motorsports events (Int. 42).	
274255	International Speedway, Inc. FANS R FIRST @ DAYTONA & Design	United States of America Registered	78/362,834 05-Feb-2004	3,007,347 18-Oct-2005	41	Hospitality services, namely a program offering race-related and race-venue related information to guests attending motorsports events (Int. 41).	

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2009-PRF-000009/	International Speedway, Inc. FIRECRACKER 400 & Design	United States of America Pending	77/373,073 16-Jan-2008		41	Entertainment services, namely automobile, motorcycle, truck or go-cart races.	
294926	International Speedway, Inc. Flag Design (Stylized)	United States of America Registered	78/650,915 15-Jun-2005	3,144,796 19-Sep-2006	41	Entertainment services in the nature of racing events, namely, automobile, truck, motorcycle and go-kart races (Int. 41).	
187396	International Speedway, Inc. Flags Design	United States of America Registered	75/388,994 12-Nov-1997	2,442,989 10-Apr-2001	6 21 25 27	Metallic key chains. Mugs, shot glasses, drinking steins, and plastic sport bottles sold empty. Clothing, namely, baseball-style caps, T-shirts, golf shirts, jackets, sweatshirts, sweaters, tank tops & visors. Carpets.	
2009-PRF-000008/	International Speedway, Inc. HALLOW-DEGA	United States of America Registered	77/681,050 02-Mar-2009	3,719,960 01-Dec-2009	41	Entertainment services in the nature of motorsports racing events, namely, conducting and organizing motorsports racing events.	
2009-PRF-000019/	International Speedway, Inc. IN THE GROOVE & Design	United States of America Registered	77/780,571 14-Jul-2009	3,848,750 14-Sep-2010	43	Hospitality services, namely, providing food and beverages at motorsports racing events.	




Report 10 - TM - Listing by Registered Owner, Country, Trademark (incl. images)

Record ID	Registered Owner Trademark Name	Country Status	Appl. no./date	Reg. no./date Renewal	Class	Goods and Services	Image
2876993	International Speedway, Inc. KICKSTAND CITY	United States of America Registered	78/554,220 26-Jan-2005	3,088,817 02-May-2006	39	Parking lot services (Int. 39).	
290951	International Speedway, Inc. KICKSTAND CITY & Design	United States of America Registered	78/598,790 31-Mar-2005	3,073,383 28-Mar-2006	39	Parking lot services (Int. 39).	
267948	International Speedway, Inc. PAUL REVERE 250	United States of America Registered	76/536,980 01-Aug-2003	2,878,835 31-Aug-2004	41	Entertainment services, namely, an annual automobile race (Int. 41).	
2009-PRF-000020/ US	International Speedway, Inc. SPARKPUB & Design	United States of America Registered	77/780,638 14-Jul-2009	3,848,751 14-Sep-2010	43	Hospitality services, namely, providing food and beverages at motorsports racing events.	 SPARKPUB
187438	International Speedway, Inc. SPEEDWEEKS	United States of America Registered	74/331,746 12-Nov-1992	1,876,696 31-Jan-1995	25	Clothing, namely, caps and t-shirts.	
					41	Entertainment services, namely, organizing and conducting automobile racing events.	

Report 10 - TM - Listing by Registered Owner, Country, Trademark (incl. images)

Record ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg. no/date Renewal	Class	Goods and Services	Image
257323	International Speedway, Inc. SUMMER SPEEDWEEK	United States of America Registered	76/461,025 24-Oct-2002	2,861,015 06-Jul-2004	41	Entertainment services in the nature of motorsports events, namely, conducting and organizing motorsports events (Int. 41).	
187440	International Speedway, Inc. TALLADEGA	United States of America Registered	74/331,740 12-Nov-1992	1,819,675 08-Feb-1994	25 41	Clothing; namely, caps and t-shirts. Entertainment services, namely organizing and conducting automobile racing events.	
248357	International Speedway, Inc. TALLADEGA SERIES	United States of America Registered	74/510,231 07-Apr-1994	1,980,408 18-Jun-1996	12	Truck seating (Int. 12).	
248372	International Speedway, Inc. TALLADEGA SERIES	United States of America Registered	75/837,880 01-Nov-1999	2,590,314 09-Jul-2002	12	Truck seats (Int. 12).	
248370	International Speedway, Inc. TALLADEGA SERIES WIDE RIDE	United States of America Registered	75/837,880 01-Nov-1999	2,590,313 09-Jul-2002	12	Truck seats (Int. 12).	


Report 10 - TM - Listing by Registered Owner, Country, Trademark (incl. images)

Record ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg. no/date Renewal	Class	Goods and Services	Image
187444	International Speedway, Inc. TALLADEGA SUPERSPEEDWAY	United States of America Registered	74/331,732 12-Nov-1992	1,821,392 15-Feb-1994	21 25	Household utensils; namely, mugs, shot glasses, drinking glasses, salt and pepper shakers and decanters. Clothing; namely, caps and t-shirts.	
187447	International Speedway, Inc. TALLADEGA SUPERSPEEDWAY & Design	United States of America Registered	75/538,446 18-Aug-1998	2,470,093 17-Jul-2001	28	Games and toys; namely, die cast and plastic cars, trucks, motorcycles and other vehicles; electronic driving and road racing games, electronic slot cars, board games, puzzles, plush stuffed animals and radio-controlled cars, trucks and other vehicles.	
206200	International Speedway, Inc. TALLADEGA SUPERSPEEDWAY & Design	United States of America Registered	75/980,466 18-Aug-1998	2,470,639 17-Jul-2001	6 9	Novelty license plates made of common metals for motor vehicles. Computer video game equipment for use in connection with home computers or television sets; computer game cartridges, cassettes, disks and memory devices containing computer game programs; and sunglasses. (Int. 9)	
					21	Housewares and glass products; namely, mugs, shot glasses, drinking glasses, decanters, portable coolers, beverage insulators and plastic sport bottles. (Int. 21)	
					25	Men's, women's and children's clothing; namely, t-shirts, collared shirts, sport shirts, sweatshirts, sleeveless tank tops, jackets, caps, hats, sun visors, shorts, socks and belts. (Int. 25)	
					34	Smokers' articles; namely, ashtrays.	
					41	Providing entertainment services in the nature of racing events; namely, automobile, motorcycle truck or go-cart races, promoting & organizing motorsports events.	
2009-PRF-000024/ US	International Speedway, Inc. THE PIT BOX and Design	United States of America Registered	77/790,820 28-Jul-2009	3,854,722 28-Sep-2010	43	Hospitality services, namely, providing food and beverages at motorsports racing events.	

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Report 10 - TM - Listing by Registered Owner, Country, Trademark (incl. images)

Record ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg. no/date Renewal	Class	Goods and Services	Image
2010-PRF-000016/ US	International Speedway, Inc. THIS IS MORE THAN A RACE... THIS IS TALLADEGA	United States of America Registered	85/058,286 09-Jun-2010	3,910,882 25-Jan-2011	41	Entertainment services in the nature of motorsports racing events, namely, conducting and organizing motorsports racing events.	
2009-PRF-000021/ US	International Speedway, Inc. TRACKSIDE TAVERN DAYTONA & Design	United States of America Pending	77/780,859 14-Jul-2009		43	Services for providing food and drink; temporary accommodation.	
187456	International Speedway, Inc. VELOCITORIUM	United States of America Registered	75/082,129 01-Apr-1996	2,272,557 24-Aug-1999	41	Entertainment services in the nature of an amusement park attraction.	
187472	International Speedway, Inc. WORLD CENTER OF RACING	United States of America Registered	73/406,944 23-Dec-1982	1,298,117 25-Sep-1984	41	Entertainment services; namely, organizing and conducting automobile races.	
187473	International Speedway, Inc. WORLD CENTER OF RACING	United States of America Registered	74/331,727 12-Nov-1992	1,822,848 22-Feb-1994	25	Clothing; namely, caps and t-shirts.	

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Record ID	Registered Owner Trademark Name	Country Status	Appl. no./date	Reg. no./date Renewal	Class	Goods and Services	Image
2008-PRF-000013/ US	International Speedway, Inc., Darlington Raceway of SC, LLC DARLINGTON HISTORIC RACING FESTIVAL	United States of America Registered	77/566,276 10-Sep-2008	3,707,580 10-Nov-2009	41	Entertainment services in the nature of motorsports fan festivals, show car displays, music concerts and motorsports driver and personality appearances.	
311676	International Speedway, Inc., Darlington Raceway of SC, LLC DARLINGTON STRIPE ZONE	United States of America Registered	78/873,444 01-May-2006	3,279,735 14-Aug-2007	41	Entertainment and hospitality services, namely conducting and planning parties for motorsports racing events (Int. 41).	
284766	International Speedway, Inc., Darlington Raceway of SC, LLC THE LADY IN BLACK	United States of America Registered	78/510,628 03-Nov-2004	3,035,437 27-Dec-2005	41	Entertainment services in the nature of motorsports events, namely, conducting and organizing motorsports racing events (Int. 41).	
261841	International Speedway, Inc., Daytona International Speedway, LLC GREAT AMERICAN RACE	United States of America Registered	74/079,091 17-Jul-1990	1,738,576 08-Dec-1992	35	Promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with antique automobile road rallies (Int. 35). Entertainment services in the nature of rallies exclusively for licensable roadworthy antique motor vehicles staged over public road courses (Int. 41).	
257966	International Speedway, Inc., Daytona International Speedway, LLC THE GREAT AMERICAN RACE	United States of America Registered	76/467,424 15-Nov-2002	2,950,870 17-May-2005	41	Entertainment services in the nature of racing events, namely automobile, motorcycle, truck and go-cart races; conducting and organizing motorsports events (Int. 41).	

Report 10 - TM - Listing by Registered Owner, Country, Trademark (incl. images)

Record ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg. no/date Renewal	Class	Goods and Services	Image
257970	International Speedway, Inc., Daytona International Speedway, LLC THE GREAT AMERICAN RACE	United States of America Registered	76/467,421 15-Nov-2002	2,694,279 19-Oct-2004	25	Clothing, namely hats, caps, sun visors, shirts, t-shirts, collared shirts, sports shirts, sweatshirts, jackets, wind shirts, and tank tops (Int. 25).	
187197	International Speedway, Inc., South Carolina Intl Speedway Corp., Darlington Raceway of SC, LLC DARLINGTON	United States of America Registered	74/331,729 12-Nov-1992	1,877,389 07-Feb-1995	6 21 25	Common metals; namely, novelty license plates for motor vehicles. Household utensils, namely mugs, shot glasses, drinking glasses, fruit jars and decanters. Clothing, namely caps and t-shirts.	
187205	International Speedway, Inc., South Carolina Intl Speedway Corp., Darlington Raceway of SC, LLC DARLINGTON RACEWAY	United States of America Registered	73/238,762 13-Nov-1979	1,212,760 12-Oct-1982	41	Providing entertainment services in the form of automobile races.	
187208	International Speedway, Inc., South Carolina Intl Speedway Corp., Darlington Raceway of SC, LLC DARLINGTON TOO TOUGH TO TAME & Design	United States of America Registered	75/304,964 06-Jun-1997	2,217,013 12-Jan-1999	16 21 24 25 28	Paper goods and printed matter, namely, bumper stickers, decals and postcards. Household utensils, namely mugs, shot glasses, drinking glasses, glass fruit jars and decanters. Cloth banners and towels. Clothing, namely caps, shirts, shorts, visors, jackets, t-shirts. Toys and games, namely die cast toy cars and stuffed toy animals.	

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Record ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg. no/date Renewal	Class	Goods and Services	Image
187434	International Speedway, Inc., South Carolina Intl Speedway Corp., Darlington Raceway of SC, LLC SOUTHERN 500	United States of America Registered	73/238,764 13-Nov-1979	1,170,618 22-Sep-1981	41	Providing entertainment services in the form of automobile races.	
187452	International Speedway, Inc., South Carolina Intl Speedway Corp., Darlington Raceway of SC, LLC TOO TOUGH TO TAME	United States of America Registered	590,593 28-Mar-1986	1,419,948 09-Dec-1986	14 16 20 25 26 41	Jewelry. Magazines featuring information on motor vehicle competitions, bumper stickers, decals and posters. Non-metallic novelty license plates for motor vehicles. Clothing, namely, coats, t-shirts, hats, rainwear, shorts and warm-up suits. Belt buckles and embroidered patches for clothing. Entertainment services, namely, conducting motor vehicle races and competitions.	
187453	International Speedway, Inc., South Carolina Intl Speedway Corp., Darlington Raceway of SC, LLC TOO TOUGH TO TAME	United States of America Registered	74/331,728 12-Nov-1992	1,822,316 22-Feb-1994	6 21	Common metals, namely, novelty license plates for motor vehicles. Household utensils, namely, mugs, shot glasses, drinking glasses, fruit jars and decanters.	