

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
Bitchin Products, Inc.		03/06/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Speedway Motors, Inc.		
Street Address:	340 Victory Lane, P.O. Box 81096		
City:	Lincoln		
State/Country:	NEBRASKA		
Postal Code:	68528		
Entity Type:	CORPORATION: NEBRASKA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1769965	BITCHIN PRODUCTS	
Registration Number:	2329683	BITCHIN	
CORRESPONDENCE DATA			
Fax Number:	(317)637-7561		
Phone:	(317) 634-3456		
Email:	dsneed@uspatent.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Charles J. Meyer		
Address Line 1:	111 Monument Circle, Suite 3700		
Address Line 4:	Indianapolis, INDIANA 46204		
ATTORNEY DOCKET NUMBER:	7440-127 & 7440-128		
NAME OF SUBMITTER:	Charles J. Meyer		
Signature:	/Charles J. Meyer/		
Date:	03/12/2012		
Total Attachments: 1 source=BITCHIN' Assignment to Speedway#page1.tif			

OP \$65.00 1769965

QUITCLAIM ASSIGNMENT

WHEREAS, Bitchin Products, Inc., a California corporation, having an address of 2604 Constellation Way, Prescott, Arizona 86301 and/or its owner Ronald Wheeler (hereinafter "Assignor"), is or may be the owner of rights in the trademark BITCHIN PRODUCTS including United States Trademark Registration No. 1,769,965, Issued May 11, 1993 and the trademark BITCHIN including United States Trademark Registration No. 2,329,683, Issued March 14, 2000, and further including all corresponding United States and foreign registered and common law trademark rights, all corresponding United States and foreign registrations and applications, and the corresponding goodwill; and,

WHEREAS, Speedway Motors, Inc., a Nebraska corporation having a principal place of business at 340 Victory Lane, P.O. Box 81096, Lincoln, Nebraska 68528 (hereinafter "Assignee"), desires to acquire said marks and the registrations thereon;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN

Be it known that for and in consideration of the sum of One and No/100 Dollars (\$1.00) and other good and valuable consideration said Assignor hereby quitclaims, assigns and transfers unto Speedway Motors, Inc. the entire right, title and interest, if any, Assignor owns in and to the above named U.S. and foreign trademarks and Certificates of Registration, together with the goodwill of the business symbolized by said marks, together with all rights of action, in law or in equity, for any past or future infringement thereof. Assignor agrees to promptly execute and deliver to Assignee or its legal representatives all papers, instruments or affidavits required to carry out and record this transfer and assignment of the above named trademarks to Assignee.

Said trademarks and registrations are to be held and enjoyed by Speedway Motors, Inc. for its own use and benefit and for its successors and assigns to the full end of the present or extended term of said trademarks, as fully and entirely as the same would have been held by Assignor if this assignment and contribution had not been made.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed and effective as of the 6 day of March 2012.

By: Ronald Wheeler  
Ronald Wheeler

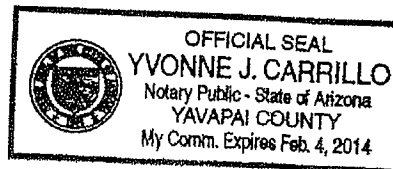
STATE OF Arizona ) SS:  
COUNTY OF Yavapai )

Before me, a Notary Public, in and for said County and State, personally appeared the above-named Assignor, to me personally known, and who executed the foregoing Assignment in my presence and acknowledged the execution thereof as his free and voluntary act and deed for the uses and purposes therein set forth and expressed.

Yvonne J. Carrillo  
Notary Public

My Commission Expires:

2-4-2014



007440-000001.CJM/dys.823947