

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
Laguna Coast Publishing, Inc.		03/19/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Specialty Equipment Market Association		
Street Address:	1575 S. Valley Vista Drive		
City:	Diamond Bar		
State/Country:	CALIFORNIA		
Postal Code:	91765-3914		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2427786	PERFORMANCE RACING INDUSTRY	
CORRESPONDENCE DATA			
Fax Number:	(626)577-8800		
Phone:	626-795-9900		
Email:	pto@cph.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:	Christie, Parker & Hale, LLP		
Address Line 1:	P.O. Box 29001		
Address Line 4:	Glendale, CALIFORNIA 91209-9001		
ATTORNEY DOCKET NUMBER:	F453:40.6*1		
NAME OF SUBMITTER:	Daniel R. Kimbell		
Signature:	/Daniel R. Kimbell/		
Date:	03/26/2012		
Total Attachments: 2 source=F453-40.6-1 assign#page1.tif source=F453-40.6-1 assign#page2.tif			

OP \$40.00 2427786

SERVICE MARK

TRADEMARK ASSIGNMENT


WHEREAS, LAGUNA COAST PUBLISHING, INC., a California corporation, having a place of business at 31706 South Coast Highway, South Laguna, CA 92677 ("ASSIGNOR" herein), is the owner of the following mark as evidenced by its registration in the United States Trademark Office.

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Docket No.</u>
USA PERFORMANCE RACING INDUSTRY	2,427,786	02/13/2001	F453:40.6*1

WHEREAS, Specialty Equipment Market Association, a California corporation, having a place of business at 1575 S. Valley Vista Drive, Diamond Bar, CA 91765-3914 ("ASSIGNEE" herein), desires to acquire said mark and the above-identified registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the said mark and said registration, and all rights and privileges pertaining to said mark, together with that part of the goodwill of the business connected with the use of and symbolized by the mark.

ASSIGNOR further agrees that it shall render all reasonable assistance to ASSIGNEE, and will, from time-to-time, execute all instruments and documents necessary to maintain, preserve or protect said mark and said registration, and to perfect the record title of ASSIGNEE in and to said mark and said registration.

SL
 Date MAR 01 19, 20¹² ~~19~~ 2012
By 
 NAME Steven F. Lewis
 TITLE: President

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)

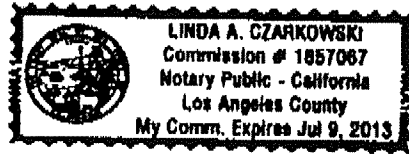
On MARCH 19, 2012 before me, LINDA A. CZARKOWSKI,
Notary Public, personally appeared Steven F. Lewis, who proved to me on the basis of
satisfactory evidence to be the person whose name is subscribed to the within instrument and
acknowledged to me that he executed the same in his authorized capacity, and that by his
signature on the instrument the person, or the entity upon behalf of which the person acted,
executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the
foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Linda A. Czarkowski
Signature of Notary (Seal)

DRK/drk



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