

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																											
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CORRESPONDENCE DATA																											
<p>Fax Number:</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Phone: 909.978.6670</p> <p>Email: chrisk@sema.org</p> <p>Correspondent Name: Specialty Equipment Market Association</p> <p>Address Line 1: 1575 S. Valley Vista Drive</p> <p>Address Line 4: Diamond Bar, CALIFORNIA 91765</p>																											
ATTORNEY DOCKET NUMBER:	FALKSHARP:01221:11660.20																										
NAME OF SUBMITTER:	Daniel R. Kimbell																										
Signature:	/Daniel R. Kimbell/																										

Date:

01/14/2013

Total Attachments: 5

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SERVICE MARK

TRADEMARK ASSIGNMENT

WHEREAS, Performance Events Promotion LLC, an Indiana limited liability company having a place of business at 6950 Guion Road, Suite B, Indianapolis, Indiana 46268 ("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>
International Motor Sports Industry Show	37737242	04/06/2010


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.

Performance Events Promotion LLC.

Date 12-28-12

By 
NAME: Chris Paulsen
TITLE: Member

SERVICE MARK ASSIGNMENT

STATE OF INDIANA)
COUNTY OF Marion)

On December 28, 2012 before me, AJ Arcuri,
Notary Public, personally appeared Chris Paulsen, 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 Indiana that the
foregoing paragraph is true and correct.

WITNESS my hand and official seal.

AJ Arcuri
Signature of Notary

AJ ARCURI
Notary Public, State of Indiana
SEAL
My Commission Expires 1/24/2019