

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
Moxley Ventures LLC		11/06/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Pit Rho Corporation		
Street Address:	949 S. Clayton Way		
City:	Denver		
State/Country:	COLORADO		
Postal Code:	80209		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85672554	PIT RHO	
Serial Number:	85728979	TRURANK	
CORRESPONDENCE DATA			
Fax Number:	3123214299		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-321-4200		
Email:	officeactions@brinksgilson.com		
Correspondent Name:	Brinks Gilson & Lione		
Address Line 1:	P.O. Box 10395		
Address Line 4:	Chicago, ILLINOIS 60610		
ATTORNEY DOCKET NUMBER:	14766.00003		
NAME OF SUBMITTER:	Joshua S. Frick		
Signature:	/Joshua S. Frick/		

CH \$65.00 85672554

Date:

11/19/2013

Total Attachments: 2

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ASSIGNMENT

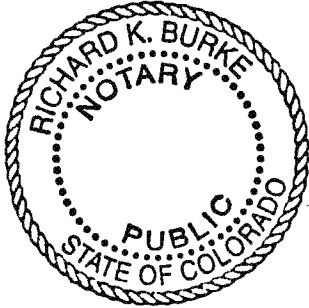
WHEREAS, MOXLEY VENTURES LLC, an Delaware limited liability company having a principal place of business at 949 S. Clayton Way, Denver, Colorado ("Assignor") has adopted, owns and is using the PIT RHO and TRURANK service marks (the "Marks") in connection with the following services: providing statistical analysis for business purposes in the field of automobile races; and

WHEREAS, Assignor has applied to register the Marks on the Principal Register of the United States Patent and Trademark Office in connection with "providing statistical analysis for business purposes in the field of automobile races," Application Serial Nos. 85/672,554 (PIT RHO), filed on July 10, 2012 and 85/728,979 (TRURANK), filed on September 14, 2012 (the "Applications"); and

WHEREAS, Pit Rho Corporation, a Delaware corporation having a principal place of business at 949 S Clayton Way, Denver, CO ("Assignee"), desires to acquire the Marks and the Applications;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks and the Applications, together with the goodwill of the business symbolized by the Marks as well as that portion of Assignor's business in connection with which it has a bona fide intnet to use the Marks.

Dated effective as of: October 16, 2013.



MOXLEY VENTURES LLC

By: _____

A handwritten signature in black ink, appearing to read "J.F. Moxley", written over a horizontal line.

Name: Joel F. Moxley

Title: Managing Partner

Subscribed and Sworn to before me this 6th day of November 2013.

A handwritten signature in black ink, appearing to read "Richard K. Burke", written over a horizontal line.
Notary Public

state of Colorado
County of Jefferson

My Commission Expires: 09-17-14