

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM307236

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Speed Channel, Inc.		06/10/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Twentieth Century Fox Film Corporation		
Street Address:	10201 West Pico Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90035		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3464178	RACEDAY	
CORRESPONDENCE DATA			
Fax Number:	3109693095		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(310) 369-7630		
Email:	tm@fox.com		
Correspondent Name:	Tina M. Pompey, Esq., Fox Group Legal		
Address Line 1:	P.O. Box 900		
Address Line 2:	Intellectual Property Department		
Address Line 4:	Beverly Hills, CALIFORNIA 90213-0900		
ATTORNEY DOCKET NUMBER:	81079622/CA2005006786		
NAME OF SUBMITTER:	Tina Pompey, Assistant Secretary		
SIGNATURE:	/Tina M. Pompey/		
DATE SIGNED:	06/10/2014		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT AGREEMENT

This Assignment, effective as of June 10, 2014, is between Speed Channel, Inc., a Delaware corporation with a principal place of business at 10201 West Pico Boulevard, Los Angeles, CA 90035 ("Assignor"), and Twentieth Century Fox Film Corporation, a Delaware corporation, with a principal place of business at 10201 West Pico Boulevard, Los Angeles, CA 90035 ("Assignee").

WHEREAS, Assignor wishes to confirm and ratify that it has transferred and assigned to Assignee all rights, title and interest in and to the trademark, "RACEDAY", evidenced by United States Patent and Trademark Office Registration No. 3464178 dated July 8, 2008 (the "Mark"); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, ratify and confirm that it has assigned to Assignee all rights, title and interest in and to said Mark, together with the goodwill of the business symbolized by said Mark, the above-identified registration for the Mark, and all rights of action and claims for past infringements thereof.

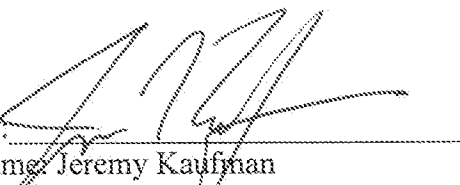
Assignor further promises to execute and deliver to Assignee all other documents reasonably requested by Assignee to perfect and vest in Assignee all of Assignor's rights, title and interest in and to said Mark.

ACKNOWLEDGED AND AGREED
Speed Channel, Inc.

By: 
Name: Tina Pompey
Title: Assistant Secretary

Date: June 10, 2014

ACKNOWLEDGED AND AGREED
Twentieth Century Fox Film Corporation

By: 
Name: Jeremy Kaufman
Title: Assistant Secretary

Date: June 10, 2014