

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM329456

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
EAGLE MOTORSPORTS, LLC		12/31/2014	LIMITED LIABILITY COMPANY: NEBRASKA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SPEEDWAY MOTORS, INC.		
<b>Street Address:</b>	340 VICTORY LANE		
<b>City:</b>	LINCOLN		
<b>State/Country:</b>	NEBRASKA		
<b>Postal Code:</b>	68528		
<b>Entity Type:</b>	CORPORATION: NEBRASKA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86458484	EMI	
<b>Serial Number:</b>	86458473	HENCHCRAFT	
<b>Serial Number:</b>	86458481	SCHNEE	
<b>Serial Number:</b>	86458478	STALLARD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3176377561		
<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>			
<b>Phone:</b>	(317) 634-3456		
<b>Email:</b>	DOCKETDEPT@USPATENT.COM		
<b>Correspondent Name:</b>	Charles J. Meyer		
<b>Address Line 1:</b>	111 Monument Circle, Suite 3700		
<b>Address Line 4:</b>	Indianapolis, INDIANA 46204		
<b>ATTORNEY DOCKET NUMBER:</b>	7440-141		
<b>NAME OF SUBMITTER:</b>	Danielle Y. Sneed		
<b>SIGNATURE:</b>	/Danielle Y. Sneed/		
<b>DATE SIGNED:</b>	01/20/2015		
<b>Total Attachments: 3</b>			
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source=Eagle Motorsports Assignment to Speedway#page3.tif

## ASSIGNMENT

WHEREAS, Eagle Motorsports, LLC, a Nebraska limited liability company, having an address of 340 Victory Lane, Lincoln, Nebraska 68528 (hereinafter "Assignor"), is the owner of the Trademark Registrations listed on the enclosed Exhibit A including 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, Lincoln, Nebraska 68528 (hereinafter "Assignee"), acquired and 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 Eagle Motorsports, LLC, hereby acknowledges the aforesaid contribution, assignment and transfer, and by these presents does contribute, assign and transfer unto Speedway Motors, Inc. the entire right, title and interest 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 Trademark Properties 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 Eagle Motorsports, LLC 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 31st day of December, 2014.

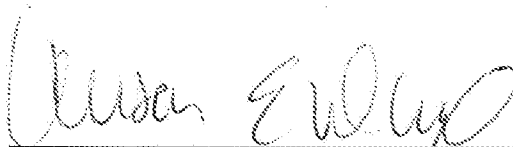
By: 

Printed: Mike Long

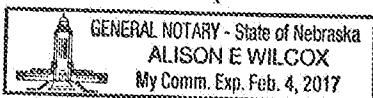
Title: President

STATE OF NEBRASKA )  
 ) SS:  
COUNTY OF Lancaster )

Before me, a Notary Public, in and for said County and State, personally appeared 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.

  
\_\_\_\_\_  
Notary Public

My Commission Expires:



**Exhibit A**

<i>U.S. Trademark Applications</i>		
<i>Serial No.</i>	<i>Mark</i>	<i>Filing Date</i>
86/458,484	EMI	11/19/2014
86/458,473	HENCHCRAFT	11/19/2014
86/458,481	SCHNEE	11/19/2014
86/458,478	STALLARD	11/19/2014