

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM445991

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Richard Petty Driving Experience		09/13/2017	Corporation: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Petty Holdings, LLC		
Street Address:	6901 Belt Road		
City:	Concord		
State/Country:	NORTH CAROLINA		
Postal Code:	28027		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4061176	RICHARD PETTY DRIVING EXPERIENCE	
CORRESPONDENCE DATA			
Fax Number:	6172484000		
<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:	617-248-5000		
Email:	tmadmin@choate.com		
Correspondent Name:	Daniel L. Scales		
Address Line 1:	Choate, Hall & Stewart, LLP		
Address Line 2:	Two International Place		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	2008288-0000		
NAME OF SUBMITTER:	Daniel L. Scales		
SIGNATURE:	/daniel l. scales/		
DATE SIGNED:	10/05/2017		
Total Attachments: 2			
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OP \$40.00 4061176

TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement ("Agreement") is made and entered into as of September 13, 2017 ("Effective Date") by and between Richard Petty Driving Experience, Inc., a North Carolina corporation ("Assignor") and Petty Holdings, LLC, a Delaware limited liability company ("Assignee"). Herein each is referred to a "Party" and collectively the "Parties".

WHEREAS, Assignor is the owner of the right, title and interest in and to the following U.S. trademark identified below:

Trademark	Application No.	Registration No.	Filing Date	Registration Date
RICHARD PETTY DRIVING EXPERIENCE	85/115,606	4,061,176	Aug. 25, 2010	Nov. 22, 2011

("Mark"), together with the goodwill of the business associated therewith.

WHEREAS, the Assignee is desirous of acquiring all right, title and interest in and to the Mark, together with the goodwill of the business associated therewith.

NOW, THEREFORE, in consideration of the mutual promises and covenants set forth herein, the sufficiency of which are hereby acknowledged by both Parties. The undersigned Parties intending to be legally bound agree as follows:

1. The preamble shall form part of this Agreement and the representations and warranties of the Parties.
2. Assignment. Assignor hereby sells, assigns, transfers and sells all right, title and interest in and to the Mark over to Assignee, its successors, and assigns, including any renewals and extensions of the registration that are or may be secured, now or hereafter in effect, together with the goodwill or the business in connection with which the aforesaid Mark has been used, and including (a) all income, royalties and rights to payment with respect to the Mark; and (b) all claims for damages by reason of past, present or future infringement or other unauthorized use of the Mark with the right to sue for, and collect for the same for the Assignee's own use and enjoyment.
3. Further Assurances. Assignor shall do all acts and execute all documents which may be reasonably required by Assignee in order to effect the assignment of the Mark.

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IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be executed and effective as of the date first written above.

ASSIGNOR:

RICHARD PETTY DRIVING EXPERIENCE, INC.

By: Richard Petty
Name: Richard Petty
Title: CEO

ASSIGNEE:

PETTY HOLDINGS, LLC

By: Richard Petty
Name: Richard Petty
Title: CEO