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To the Honorable Commissioner of Patents and Tra

100809159 Original documents or copy thereof.

1. Name of conveying party(ies): MRD 8-11-98

PENSKE SPEEDWAY INC.

- Individual(s)
- General Partnership
- Corporation-State Michigan
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: August 6, 1998

2. Name and address of receiving party(ies)

Name: PENSKE MOTORSPORTS INC.

Internal Address: Suite 130

Street Address: 3270 West Big Beaver Road

City: Troy State: MI ZIP: 48084

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,348,660; 1,358,507; 1,355,877;
1,593,801

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: George R. Mosher, Esq.

Internal Address: Brooks & Kushman P.C.

Street Address: 1000 Town Center, 22nd Floor

City: Southfield State: MI ZIP: 48075

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41).....\$ 115,00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

George R. Mosher
Name of Person Signing

George R. Mosher
Signature

August 7, 1998
Date

Total number of pages including cover sheet, attachments, and document: 3

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ASSIGNMENT OF SERVICE MARK

STATE OF MICHIGAN)
) ss.
COUNTY OF OAKLAND)

WHEREAS, Penske Speedway Inc., a Michigan corporation with its principal place of business at 12626 U.S. 12, Brooklyn, Michigan 49230 ("Assignor"), is the owner of the following marks and registrations filed with the U.S. Trademark Office:

<u>U.S. Reg. No.</u>	<u>Michigan Reg. No.</u>	<u>Service Mark</u>
1,348,660	M50-041	MIS
1,358,507	M49-041	MICHIGAN 500
1,355,877	M51-041	MICHIGAN INTERNATIONAL SPEEDWAY
1,593,801		MIS CIRCLE LOGO

WHEREAS, Penske Motorsports Inc., a Delaware corporation with a principal place of business at 3270 West Big Beaver Road, Suite 130, Troy, Michigan ("Assignee"), is desirous of acquiring said marks and registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, and the above identified registrations.

PENSKE SPEEDWAY INC.

By: 
Walter P. Czarnecki
President

On this 6th day of August, 1998, before me appeared Walter P. Czarnecki, the person who signed this instrument, who acknowledged that he signed it on behalf of Penske Speedway Inc.

SANDRA NIEMAN
Notary Public, Wayne County, MI
My Commission Expires Oct. 14, 1999


Notary Public
TRADEMARK