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Form PTO-1594
(Rev. 6-93)
OMB No. 0651-0011 (exp. 4/94)

REC

08-16-1999



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HEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

PENSKE MOTORSPORTS, INC.

08-05-1999

U.S. Patent & TMO/TM Mail Rcpt Dt. #30

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

- Association
- Limited Partnership

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

Name and address of receiving party(ies)

Name: Penske System, Inc.

Internal Address:

Street Address: 13400 West Outer Drive

City: Detroit State: MI ZIP: 48239

- 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

3. Nature of conveyance:

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

Execution Date: July 23, 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,125,814

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: One

7. Total fee (37 CFR 3.41)

\$ 40.00

- Enclosed
- Authorized to be charged to Deposit Account

8. Deposit Account number:

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

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DO NOT USE THIS SPACE

Statement and signature. 40.00 OP

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

August 3, 1999
Date

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

ASSIGNMENT OF SERVICE MARK

STATE OF MICHIGAN)
) ss.
COUNTY OF OAKLAND)



08-05-1999

U.S. Patent & TMO/TM Mail Rcpt Dt. #30

WHEREAS, Penske Motorsports, Inc., a corporation with its principal place of business at 3270 West Big Beaver, Suite 130, Troy, Michigan 48084 ("Assignor"), is the owner of the following mark and registration filed with the U.S. Trademark Office:

Reg. No.

Service Mark

2,125,814

Swish Design Mark

WHEREAS, Penske System, Inc., a Delaware corporation with a principal place of business at 13400 West Outer Drive, Detroit, Michigan 48239 ("Assignee"), is desirous of acquiring said mark and registration 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 mark, together with the good will of the business symbolized by the mark, and the above identified registration.

PENSKE MOTORSPORTS, INC.

By: *Robert H. Kurnick, Jr.*
Robert H. Kurnick, Jr.
Senior Vice President

On this 23rd day of July, 1999, before me appeared Robert H. Kurnick, Jr., the person who signed this instrument, who acknowledged that he signed it on behalf of Penske Motorsports, Inc.

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

Sandra Nieman
Sandra Nieman, Notary Public
acting in Oakland County
TRADE MARK
REEL: 001943 FRAME: 0379