

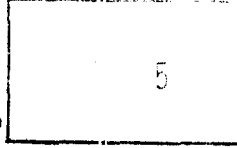
09-25-2000

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027



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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New 9-5-00
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
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Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Effective Date
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

State/Country

Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association
- Other

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization

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09/25/2000 MTHA11 00000145 1903166

01 FC:461
02 FC:482

40.00 OP
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Mail documents to be recorded with required cover sheet(s) information to:
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Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Glenn R. Padgett

9/5/00

Name of Person Signing

Signature

Date Signed

ASSIGNMENT

This Trademark and Service Mark Assignment Agreement ("Agreement") is made and entered into as of this 5th day of September, 2000, by and between **International Speedway Corporation** ("Assignor"), a corporation organized and existing under the laws of the State of Florida and having its principal place of business at 1801 West International Speedway Blvd., Daytona Beach, Florida 32114, and **Americrown Service Corporation** ("Assignee"), a South Carolina corporation having its principal place of business at 750 Fentress Blvd., Daytona Beach, Florida 32114.

WHEREAS, Assignor is the owner of the following trademarks and service marks, together with the goodwill symbolized by, subsisting in, and connected with said marks: AMERICROWN & Design and AMERICROWN SERVICE CORPORATION & Design (the "Marks");

AND, WHEREAS, Assignor owns the following subsisting federal registrations (the "Registrations") for the Marks:

MARK	REGISTRATION NO.	GOODS/SERVICES
AMERICROWN & Design	1,903,166	providing souvenir catalog and concession retail services for others in the field of auto racing and sporting events (I.C. 42)
AMERICROWN SERVICE CORPORATION & Design	1,904,773	providing souvenir catalog and concession retail services for others in the field of auto racing and sporting events (I.C. 42)

AND, WHEREAS Assignor is desirous of transferring and assigning to Assignee, and Assignee is desirous of acquiring, all right, title and interest in and to the Marks, the goodwill therein, and the Registrations.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks and the Registrations, together with the goodwill symbolized thereby, subsisting therein, and connected therewith.

ASSIGNOR:

INTERNATIONAL SPEEDWAY CORPORATION

By: _____

Name: Glenn R. Padgett

Title: Assistant Secretary