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OMB 0651-0027

09-25-2000



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

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

Submission Type

- New
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Document ID #
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Conveyance Type

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

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

1877389

- 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 Association
 - 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 00000100 1877389

01 FC:481
02 FC:482

40.00 DP
200.00 DP

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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK
REEL: 002145 FRAME: 0440

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

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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)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1877389"/>	<input type="text" value="1170619"/>	<input type="text" value="1180540"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1212760"/>	<input type="text" value="1170620"/>	<input type="text" value="1822316"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2217013"/>	<input type="text" value="1170618"/>	<input type="text" value="1419948"/>

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 25th day of July, 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 Boulevard, Daytona Beach, Florida 32114, and **South Carolina International Speedway Corporation** ("Assignee"), a South Carolina corporation having its principal place of business at 1301 Harry Byrd Highway, Darlington, South Carolina 29532.

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: DARLINGTON[®], DARLINGTON RACEWAY[®], DARLINGTON TOO TOUGH TO TAME & Design, REBEL 500[®], REBEL 500 & Design, SOUTHERN 500[®], SOUTHERN 500 & Design, and TOO TOUGH TO TAME[®] (the "Marks");

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

MARK	REGISTRATION NO.	GOODS/SERVICES
DARLINGTON [®]	1,877,389 (US)	Common metals; namely, novelty license plates for motor vehicles (I.C. 6); household utensils, namely mugs, shot glasses, drinking glasses, fruit jars and decanters (I.C. 21); Clothing; namely caps and t-shirts (I.C. 25); Games and playthings, namely die cast cars and electric road race sets (I.C. 28); Smokers' articles, namely ashtrays (I.C. 34); and Education and entertainment services, namely entertainment of conducting and organizing automobile racing (I.C. 41)
DARLINGTON RACEWAY [®]	1,212,760 (US)	Providing entertainment services in the form of automobile races (I.C. 41)

MARK	REGISTRATION NO.	GOODS/SERVICES
DARLINGTON TOO TOUGH TO TAME & Design	2,217,013 (US)	Paper goods and printed matters, namely bumper stickers, decals and postcards (I.C. 16); household utensils, namely mugs, shot glasses, drinking glasses, glass fruit jars and decanters (I.C. 21); Cloth banners and towels (I.C. 24); Clothing, namely caps, shirts, shorts, visors, jackets, t-shirts (I.C. 25); Toys and games, namely die cast toy cars and stuffed toy animals (I.C. 28)
REBEL 500®	1,170,619 (US)	Providing entertainment services in the form of automobile races (I.C. 41)
REBEL 500 & Design	1,170,620 (US)	Providing entertainment services in the form of automobile races (I.C. 41)
SOUTHERN 500®	1,170,618 (US)	Providing entertainment services in the form of automobile races (I.C. 41)
SOUTHERN 500 & Design	1,180,540 (US)	Providing entertainment services in the form of automobile races (I.C. 41)
TOO TOUGH TO TAME®	1,822,316 (US)	Common metals, namely, novelty license plates for motor vehicles (I.C. 6); household utensils, namely mugs, shot glasses, drinking glasses, fruit jars and decanters (I.C. 21)

MARK	REGISTRATION NO.	GOODS/SERVICES
TOO TOUGH TO TAME®	1,419,948 (US)	Magazines featuring information on motor vehicle competitions, bumper stickers, decals and posters (I.C. 16); Non-metallic novelty license plates for motor vehicles (I.C. 20); Clothing namely, coats, t-shirts, hats, rainwear, shorts and warm-up suits (I.C. 25); Belt buckles and embroidered patches for clothing (I.C. 26); Entertainment services namely, conducting motor vehicle races and competitions (I.C. 41)
DARLINGTON RACEWAY™	South Carolina State Registration	Small domestic utensils namely, shot glasses, drinking glasses and mugs (I.C. 21)
DARLINGTON RACEWAY™	South Carolina State Registration	Clothing (I.C. 25)
DARLINGTON RACEWAY™	South Carolina State Registration	Entertainment services namely automobile racing (I.C. 41)

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: W. Garrett Crotty

Title: Secretary

Date: July 25, 2000