

06-25-2003



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RECC

OFFICE OF THE COMMISSIONER

JUN 26 PM 3:51

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

Submission Type

New

Resubmission Document ID # _____ (Non-Recordation)

Correction of PTO Error Reel # _____ Frame # _____

Corrective Document Reel # _____ Frame # _____

6.20.03

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger

Change of Name

Other _____

Effective Date
Month Day Year
06 05 03

Mark if additional names of conveyance parties attached

Name Crew Chief Club, L.L.C. Execution Date Month Day Year 06 05 03

Formerly _____

Individual General Partnership Limited Partnership Corporation Association

Other Limited Liability Company

Citizenship State of Incorporation/Organization Delaware

Mark if additional names of receiving parties attached

Name National Association for Stock Car Auto Racing, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 1801 W. International Speedway Blvd.

Address (line 2) _____

Address (line 3) Daytona Beach Florida 32114
City State/Country Zip Code

Individual General Partnership Limited Partnership 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 the Assignment.)

Corporation Association

Other _____

Citizenship State of Incorporation/Organization Florida

06/24/2003 BYRME 00000057 2464093

01 FC:8521

40.00 DP

FOR OFFICE USE ONLY

Mail documents to be recorded with required cover sheet(s) information to:

TRADEMARK
REEL: 002763 FRAME: 0482

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)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,464,093"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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.

THERESA L. SANDRIDGE

Theresa L. Sandridge

06-20-03

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT

WHEREAS, Crew Chief Club, L.L.C., a limited liability company organized and existing under the laws of Delaware, with its principal place of business at 8927 JM Keynes Drive, Suite 365, Charlotte, North Carolina 28262 ("Assignor"), owns by assignment the mark CREW CHIEF CLUB, which is subject of United States Patent and Trademark Office Trademark Reg. No. 2,464,093 and is valid and subsisting (the "Mark");

WHEREAS, National Association for Stock Car Auto Racing, Inc., a Florida corporation having its principal place of business at P. O. Box 2875, Daytona Beach, Florida 32120-2875 ("Assignee"), desires to acquire all right, title and interest in and to the Mark;

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby assign and transfer unto Assignee, its successors, assigns, and legal representatives, all rights, title and interest in and to the Mark, including all registrations and applications for registration thereof, together with the goodwill of the business symbolized by the Mark, and including any and all claims for past infringement thereof, including all rights as opponents in any opposition or cancellation proceeding. Assignor further agrees to execute all documents necessary to perfect such rights, title, and interest in Assignee, its successors, assigns, and legal representatives.

IN WITNESS HEREOF, Assignor has caused this Trademark Assignment to be executed by a duly authorized corporate officer.

Assignee hereby consents to and accepts this Trademark Assignment and has caused it to be executed by a duly authorized corporate officer.

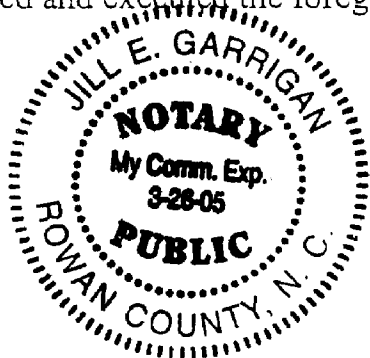
(Signatures continued on Next Page)

CREW CHIEF CLUB, L.L.C.

By: Lawrence J. McReynolds III
Name: Lawrence J. McReynolds III
Title: Managing Partner
Date: 4-8-03

STATE OF NORTH CAROLINA
COUNTY OF ROWAN

On this 8th day of APRIL, 2003, before me, a Notary Public in and for the State and County aforesaid, personally appeared LAWRENCE MCREYNOLDS III known by me to be the person of the above name and an officer of Crew Chief Club, L.L.C. duly authorized to execute this Trademark Assignment on behalf of Crew Chief Club, L.L.C., who signed and executed the foregoing instrument on behalf of Crew Chief Club, L.L.C.



Jill E. Garrigan
Notary Public

My Commission Expires: 3-26-05

NATIONAL ASSOCIATION FOR STOCK
CAR AUTO RACING, INC.

By: [Signature]
Name: W. Garrett Crotty
Title: Vice President
Date: 06-05-03

STATE OF Florida
COUNTY OF Volusia

On this 5th day of June, 2003, before me, a Notary Public in and for the State and County aforesaid, personally appeared W. Garrett Crotty known by me to be the person of the above name and an officer of National Association for Stock Car Auto Racing, Inc. duly authorized to execute this Trademark Assignment on behalf of National Association for Stock Car Auto Racing, Inc. who signed and executed the foregoing instrument on behalf of National Association for Stock Car Auto Racing, Inc.

Dawn L. Gilmore
Notary Public

My Commission Expires: _____

