

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
International Speedway Corporation		07/14/2004	CORPORATION: FLORIDA

RECEIVING PARTY DATA	
Name:	Raceway Associates, LLC
Street Address:	500 Speedway Blvd.
City:	Joliet
State/Country:	ILLINOIS
Postal Code:	60433
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Registration Number:	2785199	CHICAGOLAND SPEEDWAY
Registration Number:	2616096	CHICAGOLAND SPEEDWAY
Registration Number:	2793390	CHICAGOLAND SPEEDWAY
Registration Number:	2675809	CHICAGOLAND SPEEDWAY

CORRESPONDENCE DATA	
Fax Number:	(386)681-4415
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	386-681-4319
Email:	tsandridge@iscmotorsports.com
Correspondent Name:	Karen B. Leetzow
Address Line 1:	1801 W. International Speedway Blvd.
Address Line 4:	Daytona Beach, FLORIDA 32114

NAME OF SUBMITTER:	Theresa L. Sandridge
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Total Attachments: 1 source=ISC to Raceway Associates 07-14-04#page1.tif
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OP \$115.00 2785199

This Registration Assignment Agreement ("Agreement") is made and entered into as of this 13th day of July, 2004, 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 Raceway Associates, LLC ("Assignee"), a Delaware corporation having its principal place of business at 500 Speedway Blvd., Joliet, Illinois 60433.

WHEREAS, Assignor is the owner of the following trademarks and/or service marks, together with the goodwill symbolized by, subsisting in, and connected with said marks; CHICAGOLAND SPEEDWAY and CHICAGOLAND SPEEDWAY & Design (the "Marks");

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

MARK	REGISTRATION NUMBER	GOODS/SERVICES
CHICAGOLAND SPEEDWAY	2,783,199	Non-luminous and non-mechanical metal signs. (I.C. 6) License plate holders. (I.C. 12) Jewelry, namely pins. (I.C. 14) Souvenir programs featuring auto racing, stickers, bumper stickers, decals, and posters. (I.C. 16) Plastic badge holders, seat cushions, plastic novelty items, namely license plates and non-metal key chains. (I.C. 20) Beverage glassware. (I.C. 21) Textile goods, namely cloth flags and cloth pennants. (I.C. 24) Men's, women's, children's and infants' clothing and clothing accessories, namely, caps, hats, leather jackets, t-shirts, golf shirts, and sweatshirts. (I.C. 25) Games and playthings, namely, plush toys and die cast miniature cars and trucks. (I.C. 28) Smokers' articles, namely, ashtrays and cigarette lighters not of precious metal. (I.C. 34)
CHICAGOLAND SPEEDWAY	2,616,096	Organizing and conducting entertainment events, namely racing competitions featuring automobiles, motorcycles, trucks and go-karts. (I.C. 41)

CHICAGOLAND SPEEDWAY & Design	2,793,390	Non-luminous and non-mechanical metal signs. (I.C. 6) License plate holders. (I.C. 12) Jewelry, namely pins. (I.C. 14) Souvenir programs featuring auto racing, stickers, bumper stickers, decals, and posters. (I.C. 16) Plastic badge holders, seat cushions, plastic novelty items, namely license plates and non-metal key chains. (I.C. 20) Beverage glassware. (I.C. 21) Textile goods, namely cloth flags and cloth pennants. (I.C. 24) Men's, women's, children's and infants' clothing and clothing accessories, namely, caps, hats, leather jackets, t-shirts, golf shirts, and sweatshirts. (I.C. 25) Games and playthings, namely, plush toys and die cast miniature cars and trucks. (I.C. 28) Smokers' articles, namely, ashtrays and cigarette lighters not of precious metal. (I.C. 34)
CHICAGOLAND SPEEDWAY & Design	2,675,809	Organizing and conducting entertainment events, namely racing competitions featuring automobiles, motorcycles, trucks and go-carts. (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.

INTERNATIONAL SPEEDWAY CORPORATION  
("Assignor")

By: 

W. Garrett Crotty

**TRADEMARK**

Title: Secretary

**REEL: 002892 FRAME: 0170**