

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
International Speedway Corporation		07/27/2005	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	ISC Publications, Inc.		
Street Address:	1801 W. International Speedway Blvd.		
City:	Daytona Beach		
State/Country:	FLORIDA		
Postal Code:	32114		
Entity Type:	COMPANY:		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2959615	MOTORSPORTS IMAGES AND ARCHIVES	
Registration Number:	2959616	MOTORSPORTS IMAGES AND ARCHIVES	
Registration Number:	2943786	MOTORSPORTS IMAGES AND ARCHIVES	
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:	W. Garrett Crotty		
Signature:	/w garrett crotty/		

OP \$90.00 2959615

Date:

07/28/2005

Total Attachments: 1

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ASSIGNMENT

This Registration Assignment Agreement ("Agreement") is made and entered into as of this 27th day of July, 2005, 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 ISC Publications, Inc. ("Assignee"), a Florida corporation having its principal place of business at 1801 West International Speedway Boulevard, Daytona Beach, Florida 32114.

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; MOTORSPORTS IMAGES AND ARCHIVES & Design (the "Marks");

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

MARK	REGISTRATION NUMBER	GOODS/SERVICES
MOTORSPORTS IMAGES AND ARCHIVES & Design	2,959,615	Electronic imaging, scanning and digitizing of photographic images related to motorsports. (I.C. 40)
MOTORSPORTS IMAGES AND ARCHIVES & Design	2,959,616	Photography services including photo editing, studio, aerial and live event photography, providing an on-line computer image database all related to motorsports. (I.C. 41)
MOTORSPORTS IMAGES AND ARCHIVES & Design	2,943,786	Computer services, namely, designing and implementing web sites for others related to motorsports. (I.C. 42)

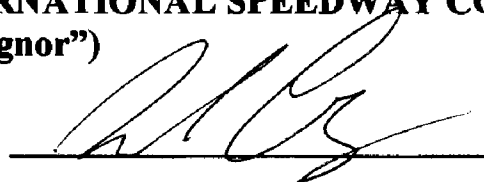
AND WHEREAS, Assignor is desirous of transferring and assigning to Assignee, and Assignee is desirous of acquiring, all right, title and interest in and to the Marks, the goodwill therein, and the Registrations.

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.

INTERNATIONAL SPEEDWAY CORPORATION

("Assignor")

By:



W. Garrett Crotty

Title: Senior Vice President/Secretary

TRADEMARK

REEL: 003129 FRAME: 0939

RECORDED: 07/28/2005