

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		01/10/2006	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	ISC Publications, Inc.		
Street Address:	1801 W. International Speedway Blvd.		
Internal Address:	Attn: Karen B. Leetzow		
City:	Daytona Beach		
State/Country:	FLORIDA		
Postal Code:	32114		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2848997	TRACKSIDE SCRAPBOOK	
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:	Senior Vice President/Secretary		
Signature:	/w garrett crotty/		
Date:	01/10/2006		

OP \$40.00 2848997

Total Attachments: 1

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ASSIGNMENT

This Registration Assignment Agreement (“Agreement”) is made and entered into as of this 10th day of January, 2006, 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 trademark and/or service mark, together with the goodwill symbolized by, subsisting in, and connected with said mark; TRACKSIDE SCRAPBOOK & Design (the “Mark”);

AND WHEREAS, assignor owns the following subsisting federal registration (the “Registration”) for the Mark:

MARK	REGISTRATION NUMBER	GOODS/SERVICES
TRACKSIDE SCRAPBOOK & Design	2,848,997	<p>Prerecorded audio tapes, compact discs, digital video discs, and video tapes relating to motorsports. (I.C. 09)</p> <p>Albums, namely scrapbooks, loose leaf binders, calendars, blank cards, note cards, trading cards, children’s activity books, children’s books, coloring books, desk pads, markers, pens, pencils, memo pads, note books, note paper, printed paper labels, stationery writing paper, envelopes, photographs; magazines, books, brochures and pamphlets relating to motorsports. (I.C. 16)</p>

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 Mark, the goodwill therein, and the Registration.

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 Mark and the Registration, together with the goodwill symbolized thereby subsisting therein, and connected therewith.

INTERNATIONAL SPEEDWAY CORPORATION
 (“Assignor”)

By: _____

W. Garrett Crotty

Title: Senior Vice President/Secretary