

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
International Speedway Corporation		01/24/2006	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ISC Publications, Inc.		
<b>Street Address:</b>	1801 W. International Speedway Blvd.		
<b>Internal Address:</b>	Attn: Karen B. Leetzow		
<b>City:</b>	Daytona Beach		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32114		
<b>Entity Type:</b>	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3041212	PITNOTE PRESS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(386)681-4415		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	386-681-4319		
<b>Email:</b>	tsandridge@iscmotorsports.com		
<b>Correspondent Name:</b>	Karen B. Leetzow		
<b>Address Line 1:</b>	1801 W. International Speedway Blvd.		
<b>Address Line 2:</b>	Legal Dept.		
<b>Address Line 4:</b>	Daytona Beach, FLORIDA 32114		
<b>NAME OF SUBMITTER:</b>	W. Garrett Crotty		
<b>Signature:</b>	/w garrett crotty/		
<b>Date:</b>	01/30/2006		

OP \$40.00 3041212

Total Attachments: 1  
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**ASSIGNMENT**

This Registration Assignment Agreement ("Agreement") is made and entered into as of this 24<sup>th</sup> 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; PITNOTE PRESS & Design (the "Mark");

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

MARK	REGISTRATION NUMBER	GOODS/SERVICES
PITNOTE PRESS & Design	3,041,212	Publications, namely, books, magazines and newsletters in the field of motorsports racing. (I.C. 16)

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