

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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		11/21/2006	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:	COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3172256	EVENTDAY MEDIA	
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@nascar.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/		
Date:	11/21/2006		

OP \$40.00 3172256

Total Attachments: 1
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ASSIGNMENT

This Assignment Agreement ("Agreement") is made and entered into as of this 21st day of November, 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 company 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; EVENTDAY MEDIA (the "Mark");

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

MARK	APPLICATION NUMBER	GOODS/SERVICES
EVENTDAY MEDIA	3,172,256	Publishing and distribution of books, magazines, newsletters, electronic publications, videos, DVD's, CD's and multimedia materials. [IC 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 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: Secretary