

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
GameChange Marketing, LLC		01/30/2008	LIMITED LIABILITY COMPANY: NEVADA

RECEIVING PARTY DATA

Name:	Racingone Multimedia, 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: FLORIDA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	3151762	GAMECHANGE MARKETING
Registration Number:	3151861	GC GAMECHANGE MARKETING
Registration Number:	3022049	RACEWATCH
Registration Number:	3245340	RACEWATCH
Registration Number:	3332682	RACE WATCH OFF TRACK

CORRESPONDENCE DATA

Fax Number: (386)681-4415
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 386-681-4319
 Email: tsandridge@iscmotorsports.com
 Correspondent Name: Racingone Multimedia, Inc.
 Address Line 1: 1801 W. International Speedway Blvd.
 Address Line 2: Attn: Karen B. Leetzow
 Address Line 4: Daytona Beach, FLORIDA 32114

OP \$140.00 3151762

NAME OF SUBMITTER:	W. Garrett Crotty
Signature:	/w garrett crotty/
Date:	02/01/2008
Total Attachments: 2 source=Assignment Gamechange to Racingone Multimedia, Inc. 01-30-08#page1.tif source=Assignment Gamechange to Racingone Multimedia, Inc. 01-30-08#page2.tif	

ASSIGNMENT

This Assignment Agreement ("Agreement") is made and entered into as of this 30th day of January, 2008, by and between Game Change Marketing, LLC ("Assignor"), a corporation organized and existing under the laws of the State of Nevada and having its principal place of business at 1801 West International Speedway Boulevard, Daytona Beach, Florida 32114, and Racingone Multimedia, 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 marks, together with the goodwill symbolized by, subsisting in, and connected with said mark; GAMECHANGE MARKETING, GAMECHANGE MARKETING & Design, RACEWATCH, and RACE WATCH OFF TRACK & Design (the "Marks");

AND WHEREAS, assignor owns the following subsisting federal trademark registrations and applications (the "Registrations & Applications");

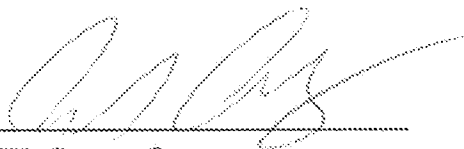
MARK	APPLICATION/ REGISTRATION NUMBER	GOODS/SERVICES
GAMECHANGE MARKETING	3,151,762	Advertising agency services, excluding research, analysis and advice in the area of innovation and innovation strategy; dissemination of advertising for others via the Internet; preparing audio-visual presentations for use in advertising. [IC 35]
GAMECHANGE MARKETING & Design	3,151,861	Advertising agency services, excluding research, analysis and advice in the area of innovation and innovation strategy; dissemination of advertising for others via the Internet; preparing audio-visual presentations for use in advertising. [IC 35]
RACEWATCH	3,022,049	Periodical printed publications, namely, magazines, magazine supplements, mini magazines and guides featuring information about all types of racing. [IC 16]
RACEWATCH	3,245,340	Interactive online services, namely, providing an online magazine featuring information about all types of racing. [IC 41]

RACE WATCH OFF TRACK & Design	3,332,682	Periodical printed publications, namely, magazines, magazine supplements, mini magazines and guides featuring information about all types of racing. [IC 16]
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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 & Applications.

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 & Applications, together with the goodwill symbolized thereby subsisting therein, and connected therewith.

GAME CHANGE MARKETING, LLC
 ("Assignor")

By: 

 W. Garrett Crotty

Title: Secretary