

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
Historic Motorsports Productions, LLC		12/15/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Executive Drive Events, LLC
Street Address:	10960 Bennett Parkway
City:	Zionsville
State/Country:	INDIANA
Postal Code:	46077
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	4046101	LEGENDS OF MOTORSPORTS
Registration Number:	4046102	LEGENDS OF MOTORSPORTS
Registration Number:	4046103	HMP
Registration Number:	4060665	HMP HISTORIC MOTORSPORTS PRODUCTIONS

CORRESPONDENCE DATA

Fax Number: (317)237-3900
 Phone: (317) 237-3800
 Email: jtragesser@fbtlaw.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Joel E. Tragesser
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ATTORNEY DOCKET NUMBER:	0118859/0574126
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NAME OF SUBMITTER:	Joel E. Tragesser
Signature:	/Joel E. Tragesser/
Date:	01/11/2012
Total Attachments: 3 source=Trademark Assignment - LLC to EDE#page1.tif source=Trademark Assignment - LLC to EDE#page2.tif source=Trademark Assignment - LLC to EDE#page3.tif	



TRADEMARK ASSIGNMENT

WHEREAS, Historic Motorsports Productions, LLC, a Delaware limited liability company, having a current place of business at 10960 Bennett Parkway, Zionsville, IN 46077 (hereinafter referred to as "Assignor"), has acquired the service marks set forth below (hereinafter referred to as "Trademarks"):

U.S. Service Mark Registrations

	77/946,415 4,060,665	26 Feb 2010 22 Nov 2011	Conducting entertainment exhibitions in the nature of historic automobile races and exhibitions, and parades of race cars; and conducting special events for social entertainment purposes, in Int. Cl. 41.
	77/946,418 4,046,101	26 Feb 2010 25 Oct 2011	Conducting entertainment exhibitions in the nature of historic automobile races and exhibitions, and parades of race cars, and conducting special events for social entertainment purposes, in Int. Cl. 41.
LEGENDS OF MOTORSPORTS (Standard character format)	77/946,423 4,046,102	26 Feb 2010 25 Oct 2011	Conducting entertainment exhibitions in the nature of historic automobile races and exhibitions, parades of race cars, and conducting special events for social entertainment purposes, in Int. Cl. 41.
HMP (Standard character format)	77/946,426 4,046,103	26 Feb 2010 25 Oct 2011	Conducting entertainment exhibitions in the nature of historic automobile races and exhibitions, parades of race cars, and conducting special events for social entertainment purposes, in Int. Cl. 41.

Canadian Service Mark Applications

<i>Mark</i>	<i>Serial No./ Reg. No.</i>	<i>Filing Date/ Reg. Date</i>	<i>Goods/Services</i>
LEGENDS OF MOTORSPORTS (Standard character format)	1 479 361	22 Apr 2010	Conducting entertainment exhibitions in the nature of historic automobile races and exhibitions, parades of race cars, wine and food festivals, concerts, auctions and special events
	1 479 362	22 Apr 2010	Conducting entertainment exhibitions in the nature of historic automobile races and exhibitions, parades of race cars, wine and food festivals, concerts, auctions and special events
HMP (Standard character format)	1 479 363	22 Apr 2010	Conducting entertainment exhibitions in the nature of historic automobile races and exhibitions, parades of race cars, wine and food festivals, concerts, auctions and special events
	1 479 364	22 Apr 2010	Conducting entertainment exhibitions in the nature of historic automobile races and exhibitions, parades of race cars, wine and food festivals, concerts, auctions and special events

WHEREAS, Executive Drive Events, LLC, a Delaware limited liability company, having offices at 10960 Bennett Parkway, Zionsville, IN 46077 (hereinafter referred to as the "Assignee"), desires to acquire all of the right, title and interest in and to the Trademarks, including the portion of the business to which the mark pertains and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration as set forth herein, the receipt of which is hereby acknowledged by the undersigned, the Assignor hereby sells, transfers, conveys, and assigns all of the Assignor's right, title, and interest in and to the Trademarks, as well as the portion of the business to which the marks pertain, and the good will of the business symbolized thereby, to the Assignee, and the Assignee hereby accepts such assignment.

This Trademark Assignment shall be binding upon the Assignor and Assignee, their respective licensees, successors, heirs, and assigns. In this connection, the rights herein granted to Assignee shall inure to the benefit of Assignee, her licensees, successors, heirs and assigns.

