

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
Professional Sportscar Racing, Inc.		08/31/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	International Sports Car Auto Racing, Inc.		
Street Address:	One Daytona Boulevard		
City:	Daytona Beach		
State/Country:	FLORIDA		
Postal Code:	32114		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1018520	IMSA	
Registration Number:	1018976	IMSA	
CORRESPONDENCE DATA			
Fax Number:	3866814930		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	386-681-4330		
Email:	tsandridge@nascar.com		
Correspondent Name:	Theresa Sandridge		
Address Line 1:	One Daytona Boulevard		
Address Line 4:	Daytona Beach, FLORIDA 32114		
NAME OF SUBMITTER:	W. Garrett Crotty		
Signature:	/w garrett crotty/		
Date:	10/24/2012		
Total Attachments: 1 source=Assign PSR to ISCAR executed#page1.tif			

CH \$65.00 1018520

ASSIGNMENT

This Assignment Agreement ("Agreement") is made and entered into as of this 31st day of August, 2012, by and between Professional Sportscar Racing, Inc. ("Assignor"), a corporation organized and existing under the laws of the State of Delaware and having its principal place of business at 1394 Broadway Avenue, Braselton, Georgia 30517, and International Sports Car Auto Racing, Inc. ("Assignee"), a limited liability company organized and existing under the laws of the State of Florida and having its principal place of business at One Daytona 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; IMSA and IMSA & Design (the "Marks");

AND WHEREAS, assignor owns the following subsisting federal trademark registrations (the "Registrations"):

MARK	REGISTRATION NUMBER	GOODS/SERVICES
IMSA	1,018,520	Organizing, supervising, and regulating motor sports events. [I.C. 41]
IMSA & Design	1,018,976	Organizing, supervising, and regulating motor sports events. [I.C. 41]

AND WHEREAS, Assignor is desirous of transferring and assigning to Assignee, and Assignee is desirous of acquiring, all rights, title and interests in and to the Marks, the goodwill therein, and the Registrations.

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

PROFESSIONAL SPORTSCAR RACING, INC.
("Assignor")

By: 

Scott Atherton

Title: President
