

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
Kyle Busch		01/14/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Kyle Busch Group, LLC		
Street Address:	351 Mazeppa Road		
City:	Mooresville		
State/Country:	NORTH CAROLINA		
Postal Code:	28115		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 21			
Property Type	Number	Word Mark	
Serial Number:	85619120	ROWDY	
Registration Number:	4082648	KBM KYLE BUSCH MOTORSPORTS	
Registration Number:	4076405	THE KYLE BUSCH SHOW	
Registration Number:	3175522	KYLE BUSCH MOTORSPORTS	
Registration Number:	3150050	KYLE BUSCH	
Registration Number:	3717705	ROWDY BUSCH	
Registration Number:	3733404	ROWDY BUSCH	
Registration Number:	3717704	ROWDY BUSCH	
Registration Number:	3724626	KYLE BUSCH F A N C L U B	
Registration Number:	3717703	KYLE BUSCH FAN CLUB	
Registration Number:	3646744	KYLE BUSCH FAN CLUB	
Registration Number:	3721079	KYLE BUSCH FAN CLUB	
Registration Number:	3646743	KYLE BUSCH FOUNDATION	
Registration Number:	3646742	KYLE BUSCH KB FOUNDATION	

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Registration Number:	3646740	KYLE BUSCH KB FOUNDATION
Registration Number:	3987713	51
Registration Number:	3796772	ROWDY BUSCH
Registration Number:	3796771	ROWDY BUSCH
Registration Number:	3796770	ROWDY BUSCH
Registration Number:	3661281	KYLE BUSCH FOUNDATION
Registration Number:	3083303	KYLE BUSCH

CORRESPONDENCE DATA

Fax Number:

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

Phone: 704 523 7777

Email: bdillashaw@braylong.com

Correspondent Name: Brendan G. Dillashaw

Address Line 1: 2820 Selwyn Ave.

Address Line 2: Suite 400

Address Line 4: Charlotte, NORTH CAROLINA 28209

NAME OF SUBMITTER:	Brendan G. Dillashaw
Signature:	/Brendan G. Dillashaw/
Date:	01/17/2013

Total Attachments: 1
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ASSIGNMENT OF TRADEMARKS

Kyle Busch, a resident of the State of North Carolina ("Assignor"), record owner of the trademarks and service marks (collectively "marks") listed below and the corresponding U.S. mark registration(s) and application(s) to register also listed below, confirms that he has assigned to Kyle Busch Group, LLC, a North Carolina limited liability company, with an office at 351 Mazeppa Road, Mooresville, NC 28115 ("Assignee"), and does hereby assign, grant and convey to Assignee all of Assignor's right, title and interest in and to the listed marks and registrations and the goodwill of the business symbolized by all of the marks.

<u>Serial Number</u>	<u>Registration Number</u>	<u>Word Mark</u>
85619120		ROWDY
	4082648	KBM KYLE BUSCH MOTORSPORTS
	4076405	THE KYLE BUSCH SHOW
	3175522	KYLE BUSCH MOTORSPORTS
	3150050	KYLE BUSCH
	3717705	ROWDY BUSCH
	3733404	ROWDY BUSCH
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	3717703	KYLE BUSCH FAN CLUB
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	3646743	KYLE BUSCH FOUNDATION
	3646742	KYLE BUSCH KB FOUNDATION
	3646740	KYLE BUSCH KB FOUNDATION
	3987713	5!
	3796772	ROWDY BUSCH
	3796771	ROWDY BUSCH
	3796770	ROWDY BUSCH
	3661281	KYLE BUSCH FOUNDATION
	3083303	Kyle Busch

This the 14th day of January, 2013

ASSIGNOR:




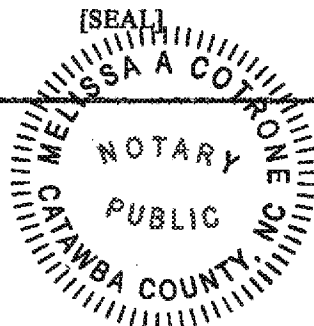
Kyle Busch

State of North Carolina


County of Mecklenburg, Fredell

Given before me the above date as the free act and deed of Kyle Busch.


Notary Public
My Commission expires May 13, 2017



Accepted by Assignee
KYLE BUSCH GROUP, LLC


Print: KYLE BUSCH
Date: 1-15-13