

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
International Sports Car Auto Racing, Inc.		03/12/2013	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Premium Sports Car Racing, LLC		
Street Address:	One Daytona Boulevard		
Internal Address:	Legal Department		
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 2:	Legal Department		
Address Line 4:	Daytona Beach, FLORIDA 32114		
NAME OF SUBMITTER:	W. Garrett Crotty		
Signature:	/w garrett crotty/		
Date:	03/18/2013		
Total Attachments: 1 source=Assign International Sports Car Auto Racing, Inc. to Premium Sports Car Racing, LLC 03-12-13#page1.tif			

CH \$65.00 1018520

ASSIGNMENT

This Assignment Agreement ("Agreement") is made and entered into as of this 12th day of March 2013, by and between International Sports Car Auto Racing, Inc. ("Assignor"), a corporation 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, and Premium Sports Car Racing, LLC ("Assignee"), a limited liability company 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 marks, 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 registration (the "Registration"):

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

INTERNATIONAL SPORTS CAR AUTO RACING, INC.
("Assignor")

By:



W. Garrett Crotty

Title: Secretary