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
Premium Sports Car Racing, LLC		11/15/2013	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA

Name:	International Motor Sports Association, LLC
Street Address:	One Daytona Boulevard
City:	Daytona Beach
State/Country:	FLORIDA
Postal Code:	32114
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	1018520	IMSA
Registration Number:	1018976	IMSA
Serial Number:	85853649	UNITED SPORTSCAR RACING
Serial Number:	85853616	UNITED SPORTSCAR RACING
Serial Number:	85853585	UNITED SPORTSCAR RACING
Serial Number:	85853597	UNITED SPORTSCAR RACING
Serial Number:	85853611	UNITED SPORTSCAR RACING
Serial Number:	85853568	UNITED SPORTSCAR RACING
Serial Number:	85853634	UNITED SPORTSCAR RACING
Serial Number:	85861224	UNITED SPORTSCAR RACING
Serial Number:	85853672	USCR

CORRESPONDENCE DATA

Fax Number: 3866814930

TRADEMARK REEL: 005155 FRAME: 0737

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

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:	Karen B. Leetzow
Signature:	/karen b leetzow/
Date:	11/18/2013

Total Attachments: 4

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ASSIGNMENT

This Assignment Agreement ("Agreement") is made and entered into as of this day of November 2013, by and between Premium Sports Car Racing, LLC ("Assignor"), 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, and International Motor Sports Association, 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 trademarks and/or service marks, together with the goodwill symbolized by, subsisting in, and connected with said marks (the "Marks");

AND WHEREAS, assignor owns the following subsisting federal trademark registration (the "Registration"):

MARK	APPLICATION NUMBER	GOODS/SERVICES
SEE ATTACHED		

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

	HUM SPORTS CAR RACING, LLC gnor")
By:	Karen B. Leerzow
Title:	Secretary Secretary

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2012/US-4

Premium Sports Car Racing, LLC

UNITED SPORTSCAR RACING

Pending United States of America

19-Feb-2013

85/853,585

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posters, calendars, stickers, bumper stickers, decals, trading cards, trading card albums, postcards, book covers, wire bound notebooks, loose leaf binders, and

memo pads, pens, pencils and erasers; paper napkins

and paper placemats.

Paper goods and printed materials, namely, books, magazines, comic books, program bookiets, and periodical newsletters and newspapers, all in the field of

automobile, truck, go-cart and motorcycle racing:

2012/US-7

Premium Sports Car Racing, LLC

UNITED SPORTSCAR RACING

Pending United States of America

85/853,616

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Toys and playthings, namely discast and plastic miniature cars, puzzles and stuffed toy animals.

19-Feb-2013

DIAMS IQ

Page 1 of 3

TRADEMARK

双 0 0 0	Report 10 - TM - Listing by Registered Owner, Countr	S	Registered	Owner			y, Trademark (incl. images)
Record ID	Registered Owner Trademark Name	Country Status	Appi. nordate	Reg.no/bate	imäge.	Class	Goods
2005/US	Premium Sports Car Rading, LLC WSA	United States of America Registered	73/034,346 31-0ct-1974	1,018,520 19-Aug-1975		43	Organizing, sanctioning, supervising, and regulating motor sports events.
2008/US	Premium Sports Car Reding, LLC IMSA & Design	United States of America Registered	73/034,366 11-Oct-1974	1,018,976 26-Aug-1975	> 03	43	Organizing, sanctioning, supervising, and regulating motor sports everus.
2012/US-8	Premium Sports Car Rading, LLC: UNITED SPORTSCAR RACING	United States of America Pending	85/853,649 19-Feb-2013			. 	Organizing, sponsoring, sanctioning and conducting motorsports racing events; entertainment services in the nature of motorsports racing events and events and exhibitions; proportions addedness of pages 1 formations and exhibitions.

website featuring information at and motorsports racing events.	and developments re internet; entertainme	the nature of motorsports racing events and exhibitions; providing a database of news, in	motorsports racing e	Organizing, sponsori
website featuring information about motorsports racing and motorsports racing events.	and developments regarding motorsports via the internet; entertainment services, namely, providing a	the nature of motorsports racing events and exhibitions; providing a database of news, information	motorsports racing events; entertainment services in	Organizing, sponsoring, sanctioning and conducting

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15-Nov-2013 10:57:52

2014/US

Premium Sports Car Racing, LLC
UNITED SPORTSCAR RACING &
Design

United States of America Pending

85/861,224 27-Feb-2013

UNITED SPORTS CAR

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Organizing, sponsoring, sanctioning and conducting motorsports racing events, entertainment services in the nature of motorsports racing events and

DIAMS (Q

TRADEMARK REEL: 005155 FRAME: 0741

Ascord ID	Registered Owner Trademark Name	Country Status	Appi. no/dete	Reg.no/date	ačewy	Class	රිපයර
2012/US-5	Premium Sports Car Racing, LLC UNITED SPORTSCAR RACING	United States of America Pending	85/853,597 19-Feb-2013			12	Housewares and glass products, namely mugs, shot glasses, drinking glasses, salt and pepper shakers, decanters, portable coolers, funch boxes, insulating sleeve holders for beverage cans, and plastic sport water bottles sold empty.
2012/US-6	Premium Sports Car Racing, LLC UNITED SPORTSCAR RACING	United States of America Pending	85/853,611 19-Feb-2013			25	Clothing, namely t-shirts, collared shirts, sport shirts, sweatshirts, steeveless tank tops, jackets, sweaters, caps, harts, sur visors, shorts, pants, shoes, socks, betts, bandanas and headbands.
2012/US-2	Premium Sports Car Racing, LLC UNITED SPORTSCAR RACING	United States of America Pending	85/853,568 19-Feb-2013			ō	Key chains and license plates of common metal:
2012/US-3	Premium Sports Car Racing, LLC UNITED SPORTSCAR RACING	United States of America	85/853,634 19-Feb-2013	**************************************		φ.	AM/FM radio headsets, electronic microphones, sunglasses, telephones, DVDs and video cassettes on the subject of racing.

exhibitions; providing a database of news, information and developments regarding motorsports via the internet; entertainment services, namely, providing a website featuring information about motorsports racing and motorsports racing events.

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Record IC	Registered Owner	Country	Appl. no/date	Reg.no/date	(таде	Class	Goods
	Trademark Name	Status					
2013/US	2013/US Premium Sports Car Rading, LLC United States 85/853,672	United States	85/853,672			41	41 Organizing, sanctioning and conducting motorsports
		of America Dending	19-Fab-2013				racing events: entertainment services in the nature of motorsports racing events and exhibitions: Providing
	CSCR	Pending	19-Feb-2013				sport entertainment database of news, information and
							motor sport racing news developments regarding motorsports via the internet; entertainment services.
							namely, providing a website featuring information about
							motorsports racino and motorsports racing events

d conducting motorsports and services in the nature of and exhibitions; Providing use of news, information and syelopments regarding treatments regarding treatment services. The services are featuring information about torsports racing events.