

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

CH \$290.00 1018520

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

15th 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.

PREMIUM SPORTS CAR RACING, LLC
("Assignor")


By:




Karen B. Leezow

Title: Secretary

Report 10 - TM - Listing by Registered Owner, Country, Trademark (incl. images)

Record ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg. no/date	Image	Class	Goods
2009/US	Premium Sports Car Racing, LLC IMSA	United States Registered	73/034,345 11-Oct-1974	1,018,520 19-Aug-1975		41	Organizing, sanctioning, supervising, and regulating motor sports events.
2009/US	Premium Sports Car Racing, LLC IMSA & Design	United States of America Registered	73/034,366 11-Oct-1974	1,018,976 26-Aug-1975		41	Organizing, sanctioning, supervising, and regulating motor sports events.
2012/US-8	Premium Sports Car Racing, LLC UNITED SPORTSCAR RACING	United States of America Pending	85/853,646 19-Feb-2013			41	Organizing, sponsoring, sanctioning and conducting motorsports racing events; entertainment services in the nature of motorsports racing events and 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.
2012/US-7	Premium Sports Car Racing, LLC UNITED SPORTSCAR RACING	United States of America Pending	85/853,616 19-Feb-2013			28	Toys and playthings, namely diecast and plastic miniature cars, puzzles and stuffed toy animals.
2012/US-4	Premium Sports Car Racing, LLC UNITED SPORTSCAR RACING	United States of America Pending	85/853,585 19-Feb-2013			16	Paper goods and printed materials, namely, books, magazines, comic books, program booklets, and periodical newsletters and newspapers, all in the field of automobile, truck, go-cart and motorcycle racing; 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.

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Recd ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg. no/date	Image	Class	Goods
2012US-5	Premium Sports Car Racing, LLC UNITED SPORTSCAR RACING	United States Pending	85/853,597 19-Feb-2013			21	Housewares and glass products, namely mugs, shot glasses, drinking glasses, salt and pepper shakers, decanters, portable coolers, lunch boxes, insulating sleeve holders for beverage cans, and plastic sport water bottles sold empty.
2012US-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, sleeveless tank tops, jackets, sweaters, caps, hats, sun visors, shorts, pants, shoes, socks, belts, bandanas and headbands.
2012US-2	Premium Sports Car Racing, LLC UNITED SPORTSCAR RACING	United States of America Pending	85/853,568 19-Feb-2013			6	Key chains and license plates of common metal.
2012US-3	Premium Sports Car Racing, LLC UNITED SPORTSCAR RACING	United States of America Pending	85/853,694 19-Feb-2013			9	AM/FM radio headsets, electronic microphones, sunglasses, telephones, DVDs and video cassettes on the subject of racing.
2014US	Premium Sports Car Racing, LLC UNITED SPORTSCAR RACING & Design	United States of America Pending	85/851,224 27-Feb-2013			41	Organizing, sponsoring, sanctioning and conducting motorsports racing events, entertainment services in the nature of motorsports racing events and 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 ID	Registered Owner Trademark Name	Country Status	Appl. no/date	Reg. no/date	Image	Class	Goods
2013/US	Premium Sports Car Racing, LLC USCR	United States Pending	85/853,672 19-Feb-2013			41	Organizing, sanctioning and conducting motorsports racing events; entertainment services in the nature of motorsports racing events and exhibitions; Providing 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 racing and motorsports racing events.