

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SFX MOTOR SPORTS, INC.		09/29/2006	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	LIVE NATION MOTOR SPORTS, INC.		
Street Address:	4255 MERIDIAN PARKWAY		
City:	AURORA		
State/Country:	ILLINOIS		
Postal Code:	60504		
Entity Type:	CORPORATION: TEXAS		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2416998	PACE MOTOR SPORTS	
Registration Number:	2417413	CROSS CLUB X	
Registration Number:	2428306	FMX FREESTYLE MOTOCROSS	
Registration Number:	2375181	GRAVE DIGGER	
Registration Number:	2489853	PACE CHAMPIONSHIP MOTOR SPORTS	
CORRESPONDENCE DATA			
Fax Number:	(310)860-0363		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-248-3830		
Email:	USPTO@KMWLAW.COM		
Correspondent Name:	LARRY W. MCFARLAND		
Address Line 1:	9720 WILSHIRE BLVD., PENTHOUSE		
Address Line 2:	KEATS, MCFARLAND & WILSON LLP		
Address Line 4:	BEVERLY HILLS, CALIFORNIA 90212		
ATTORNEY DOCKET NUMBER:	10567-00005A ASSIGNMENT		

CH \$140.00 2416998

NAME OF SUBMITTER:	LARRY W. MCFARLAND
Signature:	/LWM/
Date:	10/09/2007
Total Attachments: 3 source=SFX name change#page1.tif source=SFX name change#page2.tif source=SFX name change#page3.tif	



Office of the Secretary of State

**CERTIFICATE OF AMENDMENT
OF**

**LIVE NATION MOTOR SPORTS, INC.
100399200**

[formerly: SFX MOTOR SPORTS, INC.]

The undersigned, as Secretary of State of Texas, hereby certifies that the attached Articles of Amendment for the above named entity have been received in this office and have been found to conform to law.

ACCORDINGLY the undersigned, as Secretary of State, and by virtue of the authority vested in the Secretary by law hereby issues this Certificate of Amendment.

Dated: 10/13/2006
Effective: 10/13/2006



A handwritten signature in black ink that reads "Roger Williams".

Roger Williams
Secretary of State

Form 404
(revised 9/05)

This space reserved for office use.



Return in duplicate to:
Secretary of State
P.O. Box 13697
Austin, TX 78711-3697
512 463-5555
FAX: 512/463-5709
Filing Fee: \$150

**Articles of Amendment
Pursuant to Article 4.04,
Texas Business
Corporation Act**

FILED
In the Office of the
Secretary of State of Texas
OCT 13 2006
Corporations Section

Article 1 -Name

The name of the corporation is as set forth below:

SFX MOTOR SPORTS, INC.

State the name of the entity as it is currently shown in the records of the secretary of state. If the amendment changes the name of the entity, state the old name and not the new name in Article 1.

The filing number issued to the corporation by the secretary of state is: 0100399200

Article 2—Amended Name

(If the purpose of the articles of amendment is to change the name of the corporation, then use the following statement)

The amendment changes the articles of incorporation to change the article that names the corporation. The article in the Articles of Incorporation is amended to read as follows:

The name of the corporation is (state the new name of the corporation below)

LIVE NATION MOTOR SPORTS, INC.

The name of the entity must contain an organizational designation or accepted abbreviation of such term. The name must not be the same as, deceptively similar to, or similar to that of an existing corporate, limited liability company, or limited partnership name on file with the secretary of state. A preliminary check for "name availability" is recommended

Article 3—Amendment to Registered Agent/Registered Office

The amendment changes the articles of incorporation to change the article stating the registered agent and the registered office address of the corporation. The article is amended to read as follows:

Registered Agent of the Corporation
(Complete either A or B, but not both. Also complete C.)

A. The registered agent is an organization (cannot be corporation named above) by the name of:

OR

B. The registered agent is an individual resident of the state whose name is set forth below.

First Name	MI	Last Name	Suffix

Registered Office of the Corporation (Cannot be a P.O. Box.)

C. The business address of the registered agent and the registered office address is:

Street Address	City	State	Zip Code
		TX	

Article 4 – Other Altered, Added, or Deleted Provisions

Other changes or additions to the articles of incorporation may be made in the space provided below. If the space provided is insufficient to meet your needs, you may incorporate the additional text by providing an attachment to this form. Please read the instructions to this form for further information on format.

Text Area (The attached addendum, if any, is incorporated herein by reference.)

Article 5—Statement of Approval

The amendments to the articles of incorporation have been approved in the manner required by the Texas Business Corporation Act and by the constituent documents of the corporation.

Effectiveness of Filing

- A. This document will become effective when the document is filed by the secretary of state
OR
B. This document will become effective at a later date, which is not more than ninety (90) days from the date of its filing by the secretary of state. The delayed effective date is _____

Execution

The undersigned signs this document subject to the penalties imposed by law for the submission of a false or fraudulent document.

Sept. 29, 2006
Date

Kathy Willard
Signature of Authorized Officer

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