Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: **NEW ASSIGNMENT**

CHANGE OF NAME NATURE OF CONVEYANCE:

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

900088915

Fax Number: (310)860-0363

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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

TRADEMARK

REEL: 003636 FRAME: 0389

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

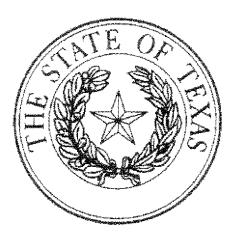
LIVE NATION MOTOR SPORTS, INC. 100399200

[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



Roger Williams Secretary of State

Phone: (512) 463-5555 Prepared by: Rosa Arrellano Come visit us on the internet at http://www.sos.state.tx.us/ Fax: (512) 463-5709

TTY: 7-1-1 Document: 147615240002

Form 404 (revised 9/05)

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

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

This space reserved for office use.

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 name of the entity, state the old name and not the new name in Article 1.	If the amendment changes the

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:

(Complet	e either A o	r B, but no	he Corporation t both. Also comple	ate C.)		
A. The registered agent is an o	rganizatio	n (cannot	be corporation nu	med abov	e) by the name	of:
- And the state of	and the second s					
OR B. The registered agent is an in	dividual i	resident o	f the state whos	e name i	s set forth belo	W.
First Name		MI	Water and the second se	asi Name	Suffix	
E district		# St. Oith Yanke for refresh garden garden garden	anterior anterior de la contraction de	attache administrate et une rat to un une c		
		*****	COLUMN TO THE PROPERTY OF THE		May distribute front de la companyation de la companyation de la companyation de la companyation de la companya	1
Registere	d Office of th	a Comorati	on (Cannot be a P.O.	Box.)		an an ann an
C. The business address of the regi	stered age	ent and th	e registered offi	ce addre	ss is:	
Street Address	City			State	Zip Code	
					< </</</</</</</td <td></td>	
No.				TX		

Form 404

á

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 forms: Text Area (The unached addendum, if any, is incorporated lestein 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 [Z] 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 filling 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 fraudulem document Sept 29, 2006 Date Print Reset

Louis 484

RECORDED: 10/09/2007