

**Brooke A. Beyer, Jr.**, Senior Assistant General Counsel, NASCAR, Inc., was born and raised in Washington, D.C., and graduated from Georgetown University with a B.S.B.A. in 1987. He received his J.D. from the University of Maryland in 1991. Prior to coming to NASCAR in 2002, Mr. Beyer worked as a trademark examining attorney with the United States Patent and Trademark Office. Mr. Beyer joined NASCAR, Inc.'s Charlotte Legal Department as Associate Licensing Counsel and now holds the position of Senior Assistant General Counsel in the New York City office. His primary responsibilities at NASCAR include: sponsorship, marketing, entitlement and licensing contract drafting and negotiation; intellectual property and brand protection; corporate governance and strategic development; and international expansion.

Brooke has successfully negotiated major marketing contracts on behalf of NASCAR, including Sprint, Monster Energy, Nationwide, Coca-Cola, MillerCoors, Mars, Bank of America, Toyota, VISA, Sunoco, Goodyear and The NASCAR Hall of Fame, and represents NASCAR in international sponsorship and licensing initiatives. He has also played a major role in the development of the NASCAR Team Properties industry licensing initiative, The NASCAR Foundation, and NASCAR Green, as well as managing the corresponding day-to-day legal affairs of NASCAR's Charlotte, NC, and New York City offices. In 2006, Brooke was named as the "Sports Counsel of the Year Award" by the Media & Entertainment Counsel of the Year Awards. He is a past chairman of the North Carolina Bar Association's Sports & Entertainment Section, a co-founder of The Racing Attorney Conference (TRAC), and has been an adjunct professor in Georgetown University's Sports Industry Management Program.