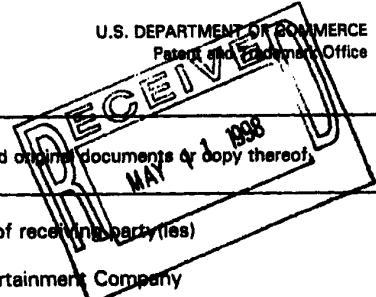


05-26-1998



100719399


To the Honorable Commissioner of Patents and Trademarks, I hereby record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies):</p> <p>Word, Incorporated, Word Direct Partners, L.P. and/or Thomas Nelson, Inc.</p> <p>Additional name(s) of conveying party(ies) attached? No</p>	<p>2. Name and address of receiving party(ies)</p> <p>Name: Gaylord Entertainment Company Street Address: One Gaylord Drive City: Nashville ST: TN ZIP 3714 Additional name(s) &amp; address(es) attached?</p>
<p>3. Nature of conveyance:</p> <p>Assignment Execution Date: April 30, 1998</p>	
<p>4. Application number(s) or trademark number(s):</p> <p>A. Trademark Application No.(s): B. Trademark No.(s): 75/175,436 Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: WADDEY &amp; PATTERSON Internal Address: NATIONS BANK BUILDING SUITE 2020 Street Address: 414 UNION STREET City: NASHVILLE State: TN Zip: 37219</p>	<p>6. Total number of applications and trademarks involved: 1</p> <p>7. Total fee (37 CFR 3.41):..... \$40.00 The fee is enclosed</p> <p>8. Deposit account number: 23-0035 (Attach duplicate copy of this page if paying by deposit account.)</p>

DO NOT USE THIS SPACE

9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

Edward D. Lanquist, Jr. \_\_\_\_\_  
Name of Person Signing

 \_\_\_\_\_  
Signature

7/15/98 \_\_\_\_\_  
Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents and Trademarks, Box Assignments  
Washington, DC 20231

TRADEMARK  
REEL: 1729 FRAME: 0425

RECORDED  
MAY 1 1998  
U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

**ASSIGNMENT OF MARKS**

WHEREAS, Word, Incorporated, Word Direct Partners, L.P. and/or Thomas Nelson, Inc. ("Assignors") of 501 Nelson Place, Nashville, TN 37214-1000, have adopted and are using certain marks on the attached Exhibit A (the "Marks") for which said Assignors have filed Applications in the United States Patent and Trademark Office for registration, serial numbers of which are noted beside each such Mark;

WHEREAS, Gaylord Entertainment Company of One Gaylord Drive, Nashville, Tennessee 37214 ("Assignee"), is desirous of acquiring said Marks;

WHEREAS, Assignors have assigned and transferred to Assignee all right, title, and interest in and to the Marks and the goodwill appurtenant thereto and Assignee is the successor to the portion of the business to which the Marks pertain.

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignors do hereby assign, grant, convey, sell, and transfer unto said Assignee all right, title, and interest in and to said Marks, including without limitation, the Applications for registration of the Marks, licenses of the Marks, and the goodwill of the business symbolized by the Marks, and any name, trademark, tradename, logo, service mark or design similar thereto, including without limitation, any common law, statutory, or other rights, together with the right to bring suit and recover for past acts of infringement and other violations of rights connected with the Marks.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration of the Marks in the name of and to said Assignee.

[Remainder of page intentionally blank]



IN WITNESS WHEREOF, the parties have executed this Assignment this 30  
day of April, 1998.

WORTHY, INCORPORATED  
(formerly known as WORD,  
INCORPORATED)

By: Eric Heyden  
Name: Eric Heyden  
Title: Vice President and General Counsel

NELSON DIRECT PARTNERS, L.P.  
(formerly known as WORD DIRECT  
PARTNERS, L.P.)

By: Eric Heyden  
Name: Eric Heyden  
Title: Vice President and General Counsel

THOMAS NELSON, INC.

By: Eric Heyden  
Name: Eric Heyden  
Title: Vice President and General Counsel

STATE OF TENNESSEE:  
COUNTY OF DAVIDSON:

Eric Heyden, being duly sworn, states that he is Vice President and General Counsel of WORTHY, INCORPORATED (formerly known as WORD, INCORPORATED), a Delaware corporation, and is duly authorized to execute this Assignment on behalf of such corporation for the purposes therein stated.

Deanna Jackson Ledbetter  
Notary Public

My Commission Expires: 07-28-01



STATE OF TENNESSEE:  
COUNTY OF DAVIDSON:

Eric Heyden , being duly sworn, states that he is Vice President and General Counsel of NELSON DIRECT, INC. the General Partner of NELSON DIRECT PARTNERS, L.P. (formerly known as WORD DIRECT PARTNERS, L.P.) a Texas Limited Partnership, and is duly authorized to execute this Assignment on behalf of such corporation for the purposes therein stated.

  
Notary Public

My Commission Expires: 07-28-08

STATE OF TENNESSEE:  
COUNTY OF DAVIDSON:

Eric Heyden, being duly sworn, states that he is the Vice President and General Counsel of THOMAS NELSON, INC., a Tennessee corporation, and is duly authorized to execute this Assignment on behalf of such corporation for the purposes therein stated.

  
Notary Public

My Commission Expires: 07-28-01



**EXHIBIT A  
MARKS**

**Trademark**  
Contours

**Date Filed**  
October 1, 1996

**Serial Number**  
75/175,436

155166.01 50014-0003

**RECORDED: 05/11/1998**

4

**TRADEMARK**

**REEL: 1729 FRAME: 0429**

