

07-10-1998



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RECEIVED

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Thomas Nelson, Inc.

7-2-98

Additional name(s) of conveying party(ies) attached? Yes

2. Name and address of receiving party(ies)

Name: Gaylord Entertainment Company

Internal Address _____

Street Address: One Gaylord Drive

City: Nashville ST: Tennessee ZIP 37214

Additional name(s) & address(es) attached?

3. Nature of conveyance:

Assignment

Execution Date: December 31, 1997

4. Application number(s) or patent number(s):

A. Trademark Application No.(s): 74/702,665

B. Patent No.(s):

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: WADDEY & PATTERSON

Internal Address: NATIONS BANK BUILDING

SUITE 2020

Street Address: 414 UNION STREET

City: NASHVILLE State: TN Zip: 37219

6. Total number of applications and trademarks involved: 1

7. Total fee (37 CFR 3.41):..... \$40.00

The fee is enclosed

8. Deposit account number:

23-0035

(Attach duplicate copy of this page if paying by deposit account.)

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.

07/09/1998 DNGUYEN 00000264 74702665

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40.00 DP

Edward D. Lanquist, Jr.

Name of Person Signing

Signature

6/29/98

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

ASSIGNMENT OF MARKS

WHEREAS, Word, Incorporated, Word Direct Partners, L.P. and/or Thomas Nelson, Inc. ("Assignors") of 501 Nelson Place, Nashville, Tennessee 37214-1000, have adopted and are using certain said marks on the attached Exhibit A (the "Pending 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 Pending Mark;

WHEREAS, Assignors have adopted and are using certain marks on the attached Exhibit B (the "Registered Marks") which are registered with the United States Patent and Trademark Office, registration numbers of which are noted beside each such Registered Mark;

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

WHEREAS, Assignors have assigned and transferred to Assignee all right, title and interest in and to the Pending Marks and the Registered Marks and goodwill appurtenant thereto and Assignee is the successor to the portion of the business to which the Pending Marks and Registered 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 Pending Marks and Registered Marks, including without limitation, the Applications for registration of the Pending Marks, licenses and registrations of the Pending Marks and Registered Marks, and the goodwill of the business symbolized by the Pending Marks and Registered 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 violation of rights connected with the Pending Marks and Registered Marks.

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

IN WITNESS WHEREOF, the parties have executed this Assignment this 31st day of December, 1997.

WORTHY, INCORPORATED
(formerly known as WORD, INCORPORATED)

By: 

Name: Joe L. Powers

Title: Treasurer and Secretary

TRADEMARK
REEL: 1750 FRAME: 0266

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

Nelson Direct, Inc., its General Partner

By: *Joe L. Powers*
Name: Joe L. Powers
Title: Treasurer and Secretary

THOMAS NELSON, INC.

By: *Joe L. Powers*
Name: Joe L. Powers
Title: Executive Vice President and Secretary

STATE OF TENNESSEE:
COUNTY OF DAVIDSON:

Joe L. Powers, being duly sworn, stated that he is the Treasurer and Secretary 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.

Lonna Jackson Ledbetter
Notary Public My Commission Expires JULY 28, 2001

STATE OF TENNESSEE:
COUNTY OF DAVIDSON:

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

Lonna Jackson Ledbetter
Notary Public My Commission Expires JULY 28, 2001

STATE OF TENNESSEE:
COUNTY OF DAVIDSON:

Joe L. Powers, being duly sworn, stated that he is the Executive Vice President and Secretary 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.

Lonna Jackson Ledbetter
Notary Public My Commission Expires JULY 28, 2001

EXHIBIT A

Pending Marks

Trademark	Date Filed	Serial Number
The Masterpiece Collection	July 13, 1995	74/702,665
Natural Encounters (CDs and videos)	July 29, 1996	75/141,456
Natural Encounters (cassettes only)	June 20, 1996	75/128,484

EXHIBIT B

Registered Marks

Trademark	Date Registered	Registration Number
Spirit of Christmas (& Design)	August 7, 1990	1,608,931