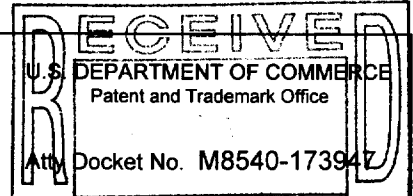


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OMB No. 0651-0011 (exp. 4/94)

8.23.99

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

1. Name of conveying party(ies):  
**GAYLORD ENTERTAINMENT, CO.**

- Individuals(s)
  - General Partnership
  - Corporation-State: **Delaware**
  - Other \_\_\_\_\_
- Additional names(s) of conveying party(ies) attached  Yes  No

2. Name and address of receiving party(ies)  
Name: **GAYLORD COMMUNICATIONS, INC.**

Internal Address: \_\_\_\_\_

Street Address: **One Gaylord Drive**

City: **Nashville** State: **Tennessee** Zip: **37214**

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State **Delaware**
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

Additional names(s) & address(es) attached?  Yes  No

3. Nature of conveyance:

**Assignment**                      Merger

Security Agreement                      Change of Name

Other \_\_\_\_\_

Execution Date: **August 9, 1999**

4. Application numbers(s) or patent numbers(s):  
A. Trademark Application No.(s)

**75/336,756**

Additional numbers attached?  Yes  No

B. Trademark Registration No.(s):

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

Name: **Beverly S. Culpepper**

Internal Address: **Kilpatrick Stockton LLP**  
**Suite 2800**

08/27/1999 DCOATES 00000077 75336756

01 FC:401 Street Address: **1100 Peachtree Street**

City: **Atlanta** State: **GA** Zip: **30309-4530**

6. Total number of applications and registrations involved: **1**

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

Enclosed

Authorized to be charged to deposit account

The Commissioner is authorized to charge any deficiency in the required fee or credit any over payment to Deposit Account No. 11-0860.

8. Deposit account number:

**11-0860**

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.

**R. Charles Henn**

**8/18/99**

Name of Person Signing

Signature

Date

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

ASSIGNMENT

THIS ASSIGNMENT is made as of the 9<sup>th</sup> day of August, 1999 between GAYLORD ENTERTAINMENT COMPANY, a corporation duly organized and existing under the laws of the State of Delaware, with its principal place of business at One Gaylord Drive, Nashville, Tennessee 37214 ("Assignor"), and GAYLORD COMMUNICATIONS, INC., a corporation duly organized and existing under the laws of Delaware, with its principal place of business at One Gaylord Drive, Nashville, Tennessee 37214 (the "Assignee").

WHEREAS, Assignor is the owner of the mark POSITIVELY TEXAS, including a pending application for the mark POSITIVELY TEXAS (Serial No. 75/336,756), which application was filed under Section 1(b) of the Lanham Act, and a statement of use for which was filed with the United States Patent and Trademark Office on April 7, 1999;

WHEREAS, the POSITIVELY TEXAS mark has been validly used by Assignee with authority of Assignor and is in bona fide use in commerce; and

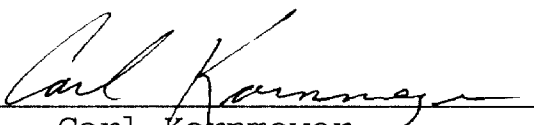
WHEREAS, Assignor wishes to assign, grant and deliver exclusively to Assignee all rights, titles and interests of every kind and nature in and to the POSITIVELY TEXAS mark, including the pending application for POSITIVELY TEXAS (Serial No. 75/336,756), together with the business of Assignor pertaining to

the mark and application, and all rights of action and claims, including actions and claims for past infringement, thereof;

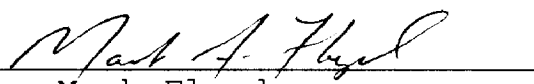
NOW THEREFORE, in consideration of payment of the sum of ten dollars and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the parties agree as follows:

Assignor assigns to the Assignee, and Assignee accepts, full right, title and interest in the POSITIVELY TEXAS mark, including the pending application POSITIVELY TEXAS (Serial No. 75/336,756), together with that portion of Assignor's business to which the POSITIVELY TEXAS mark pertains and the goodwill of the business symbolized by the POSITIVELY TEXAS mark, and all rights of action and claims for past infringement.

GAYLORD ENTERTAINMENT CO.

By:   
Name: Carl Kornmeyer  
Title: Vice President

GAYLORD COMMUNICATIONS, INC.

By:   
Name: Mark Floyd  
Title: Vice President