

06-11-2002

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05-21-2002
U.S. Patent & TMO/TM Mail Rcpt Dt. #26

To the Honorable Commission

attached original docur.



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1. Name of conveying party:

Gem Communications, LLC

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation
- Other - a Delaware limited liability company

5.21.02

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date: April 12, 2002

address of receiving parties:

American Gaming Association

14600 Catalina Street
San Leandro, CA 94577

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other - a District of Columbia nonprofit corporation

Reed Elsevier Inc.

125 Park Avenue
New York, NY 10017

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State - Massachusetts
- Other

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

(Designations must be a separate document from Assignment) Additional name(s) and address(es) attached? Yes No

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)

B. Trademark registration No.: 2258441

Additional numbers attached? Yes No

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

Renee Simonton
Reed Elsevier Intellectual Property Management Services, Inc.
1105 N. Market Street, Suite 912
Wilmington DE 19801

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

8. Deposit account number:

180587 (Reed Elsevier Inc.)

(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.

Renee Simonton

Name of Person Signing

Renee Simonton

Signature

May 17, 2002

Date

Total number of pages comprising cover sheet: **1**



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TRADEMARK ASSIGNMENT

WHEREAS, Gem Communications, LLC, a Delaware limited liability company with offices at 1771 E. Flamingo Road, Suite 207A, Las Vegas, Nevada 89119 (the "Assignor"), owns the mark GAMING HALL OF FAME and the federal service mark registration therefor (U.S. Registration No. 2,258,441) (the "Mark").

WHEREAS, American Gaming Association, a District of Columbia nonprofit corporation ("AGA") with offices at 555 Thirteenth Street NW, Washington, D.C. 20004, and Reed Elsevier Inc., a Massachusetts corporation ("REI") with offices at 125 Park Avenue, New York, New York 10017 (jointly AGA and REI, the "Assignee"), desire to acquire all right, title and interest in and to the Mark, including the federal service mark registrations therefor.

NOW THEREFORE, for good and valuable consideration paid by Assignee, receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the right to sue and collect damages and/or profits for past infringements of the Mark.

IN WITNESS WHEREOF, Gem Communications, LLC has caused this instrument to be signed by a duly authorized corporate officer and its corporate seal to be affixed, as of this 12th day of April, 2002.

GEM COMMUNICATIONS, LLC

By: *[Signature]*
Name: *Sam H. Meyer*
Title: