

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Herschend Family Entertainment Corporation		01/31/2005	CORPORATION: MISSOURI
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HFE Horizon, LP		
<b>Composed Of:</b>	COMPOSED OF Herschend Family Entertainment Corporation, a Missouri corporation; and Herschend Family Entertainment Texas, LLC, a Texas limited liability company		
<b>Street Address:</b>	399 Indian Point Road		
<b>City:</b>	Branson		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	65616		
<b>Entity Type:</b>	LIMITED PARTNERSHIP:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78556126	BAHAMA BEACH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(314)480-1505		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	314.480.1500		
<b>Email:</b>	trademark@husch.com		
<b>Correspondent Name:</b>	Gregory E. Upchurch		
<b>Address Line 1:</b>	190 Carondelet Plaza		
<b>Address Line 2:</b>	Suite 600		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63105		
<b>NAME OF SUBMITTER:</b>	Gregory E. Upchurch		
<b>Signature:</b>	/Gregory E. Upchurch/		

OP \$40.00 78556126

Date:

02/08/2005

Total Attachments: 1

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ASSIGNMENT

WHEREAS, HERSCHEM FAMILY ENTERTAINMENT CORPORATION, a Missouri corporation, with offices at 399 Indian Point Road, Branson, Missouri 65616, has intended to use the mark BAHAMA BEACH in commerce and has filed an application in the United States Patent and Trademark Office on January 28, 2005, now assigned Serial No. 78/78/556126, indicating that intention, but has not yet filed an allegation of use under 1(c) or 1(d) of The Trademark Act, and

WHEREAS, applicant is assigning the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060;

WHEREAS, HFE HORIZON, LP, a limited partnership of the State of Texas, with offices at 399 Indian Point Road, Branson, Missouri 65616, the successor of the ongoing and existing portion of the business of Herschend Family Entertainment Corporation to which the mark pertains, is desirous of acquiring said trademark and the pending intent-to-use application therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said HERSCHEM FAMILY ENTERTAINMENT CORPORATION does hereby assign to said HFE HORIZON, LP all right, title and interest in and to the trademark BAHAMA BEACH, together with the goodwill of business symbolized thereby.

Signed at Branson, Missouri, this 31<sup>st</sup> day of Jan., 2005.

HERSCHEM FAMILY ENTERTAINMENT CORPORATION

By Rhonda Youngblood  
Rhonda Youngblood  
Vice President of New Business Integration

.....  
State of Missouri  
County of Taney  
.....  
SS:

On this 31<sup>st</sup> day of Jan., 2005, personally appeared Rhonda Youngblood, to me known and known to me to be Vice President of New Business Integration of Herschend Family Entertainment Corporation., the assignor above named, and acknowledged that she executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

Joyce Jounagan  
Notary Public  
JOYCE JOURNAGAN  
Notary Public - State of Missouri  
County of Taney  
My Commission Expires Dec. 11, 2005