

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Opryland Hospitality, LLC		03/02/2005	limited liability company: TENNESSEE
RECEIVING PARTY DATA			
Name:	Gaylord Entertainment Company		
Street Address:	One Gaylord Drive		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37214		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2307632	BORN TO TRADITION	
Registration Number:	2307633	CONSIDER IT DONE	
CORRESPONDENCE DATA			
Fax Number:	(615)687-1537		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	mcecchi@stokesbartholomew.com		
Correspondent Name:	Micol Cecchi		
Address Line 1:	424 Church Street		
Address Line 2:	Suite 2800		
Address Line 4:	Nashville, TENNESSEE 37219		
NAME OF SUBMITTER:	Micol Cecchi		
Signature:	/Micol Cecchi/		
Date:	03/02/2005		

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Total Attachments: 1
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ASSIGNMENT

WHEREAS, Opryland Hospitality, LLC, a Tennessee limited liability company with an address of One Gaylord Drive, Nashville, Tennessee 37214 (hereinafter referred to as "Assignor") owns and is using the trademark **BORN TO TRADITION** registered with the U.S. Patent and Trademark Office under registration no. 2,307,632, and the trademark **CONSIDER IT DONE** registered with the U.S. Patent and Trademark Office under registration no. 2,307,633 (the "Marks"); and

WHEREAS, Gaylord Entertainment Company, a Delaware corporation with an address of One Gaylord Drive, Nashville, Tennessee 37214 (hereinafter referred to as "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the said Marks and the registration therefor, together with the goodwill of the business in connection with which the said Marks are used and which is symbolized by the said Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the said Marks and the registrations therefor for the United States and throughout the world together with the goodwill of the business in connection with which the said Marks are used and which is symbolized by the said Marks, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of the Assignee all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the said Marks in the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Opryland Hospitality, LLC

Date: March 2, 2005



By: Carter R. Todd
Title: Secretary