

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Assignment of Assignor's one-half interest		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Reed Elsevier Inc.		02/28/2005	CORPORATION: MASSACHUSETTS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	American Gaming Association		
<b>Street Address:</b>	555 13th Street, N.W., Suite 1010 East		
<b>City:</b>	Washington, DC		
<b>State/Country:</b>	DISTRICT OF COLUMBIA		
<b>Postal Code:</b>	20004		
<b>Entity Type:</b>	non-profit corporation: DISTRICT OF COLUMBIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2258441	GAMING HALL OF FAME	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(703)610-6200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	703-610-6100		
<b>Email:</b>	boxip@hhlaw.com		
<b>Correspondent Name:</b>	Timothy J. Lyden		
<b>Address Line 1:</b>	8300 Greensboro Drive, Suite 1100		
<b>Address Line 2:</b>	Box Intellectual Property		
<b>Address Line 4:</b>	McLean, VIRGINIA 22102		
<b>NAME OF SUBMITTER:</b>	/timothy j. lyden/		
<b>Signature:</b>	/timothy j. lyden/		
<b>Date:</b>	03/09/2005		

CH \$40.00 2258441

Total Attachments: 1  
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**ASSIGNMENT OF TRADEMARKS**

WHEREAS, Reed Elsevier Inc., a Massachusetts corporation located at 125 Park Avenue, New York, NY 10017 ("Reed"), together with American Gaming Association, a DC non-profit corporation located at 555 13<sup>th</sup> Street, N.W. Suite 1010 East, Washington DC 20004, US ("AGA"), jointly own all right, title and interest in and to the trademark GAMING HALL OF FAME and U.S. Registration No. 2,258,441 therefor (the "Mark");

WHEREAS, Reed wishes to assign its undivided one-half interest in and to the Mark and registration therefor to AGA;

WHEREAS, AGA desires to acquire all from Reed its right, title and interest in and to the Mark, including the registration therefor, and

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

IN WITNESS WHEREOF, Reed has caused this instrument to be signed by a duly authorized corporate officer and its corporate seal to be affixed, as of this 28<sup>th</sup> day of February, 2005.

REED ELSEVIER INC.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

*[Handwritten Signature]*  
*[Handwritten Name: Julie Goldner]*  
*[Handwritten Title: VP & Deputy General Counsel]*