

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	LICENSE

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Felix Dennis		05/11/2006	INDIVIDUAL: UNITED KINGDOM

**RECEIVING PARTY DATA**

Name:	Dennis Publishing, Inc.
Street Address:	1040 Avenue of the Americas
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Registration Number:	2072696	MAXIM
Registration Number:	2449119	MAXIM
Registration Number:	2449110	MAXIM ONLINE
Registration Number:	2922400	M
Registration Number:	2976481	MAXIM RADIO
Registration Number:	2983401	MAXIM TV
Registration Number:	2976337	MAXIM TV
Registration Number:	3068330	MAXIM RADIO
Registration Number:	3085737	MAXIM CASINO
Serial Number:	78371631	MAXIM HOTEL
Serial Number:	78363739	MAXIM HOTEL AND CASINO

**CORRESPONDENCE DATA**

Fax Number: (212)207-8727

**900049062**

**TRADEMARK  
 REEL: 003310 FRAME: 0119**

**CH \$290.00 2072696**

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

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Correspondent Name: Peter M. Langrind/Jacobs deBrauere LLP  
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NAME OF SUBMITTER:	Peter M. Langrind, Esq.
Signature:	/peter m langrind/
Date:	05/16/2006
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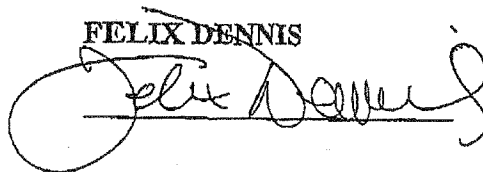
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MAXIM HOTEL AND CASINO  
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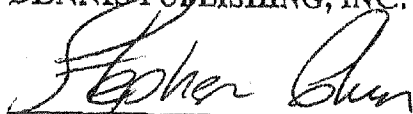
FELIX DENNIS



Date: May 11, 2006

SUB LICENSOR:

DENNIS PUBLISHING, INC.



By

Name: Stephen Cohen  
Title: CEO

Date: 5/11/06