

**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>
TWENTY ONES INCORPORATED		04/24/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	THE NAME LLC		
<b>Street Address:</b>	3265 Las Vegas Boulevard South		
<b>City:</b>	Las Vegas		
<b>State/Country:</b>	NEVADA		
<b>Postal Code:</b>	89109		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2940829	4040 CLUB	
<b>Registration Number:</b>	3157149	40/40	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-813-5900		
<b>Email:</b>	anicolescu@fzlz.com		
<b>Correspondent Name:</b>	TAMAR NIV BESSINGER		
<b>Address Line 1:</b>	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
<b>Address Line 2:</b>	866 UNITED NATIONS PLAZA		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	FOFO 07/06669		
<b>NAME OF SUBMITTER:</b>	Tamar Niv Bessinger		
<b>Signature:</b>	/anca nicolescu/		

CH \$65.00 2940829

Date:


07/10/2007

Total Attachments: 1

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## ASSIGNMENT

WHEREAS, Twenty Ones, Incorporated, a corporation organized and existing under the laws of New York, located at 127 West 26<sup>th</sup> Street, Suite 801, New York, New York 10001 ("Assignor"), is the owner of the following trademark(s) (hereinafter, the "Trademarks");

TRADEMARK	REGISTRATION NO.
40/40 CLUB	2,940,829
40/40 CLUB (and Design) 	3,157,149

and WHEREAS, The Name LLC, a limited liability company organized and existing under the laws of Delaware located at 3265 Las Vegas Boulevard South, Las Vegas, Nevada 89109 ("Assignee"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, including all common law rights, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Twenty Ones, Incorporated

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

Name: Juan F. Perez

Title: President

Date of Signature: April 24, 2007