

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
NEVADA RESORT PROPERTIES POLO TOWERS LIMITED PARTNERSHIP		07/13/2007	LIMITED PARTNERSHIP: NEVADA
RECEIVING PARTY DATA			
Name:	DIAMOND RESORTS HOLDINGS, LLC.		
Street Address:	3745 LAS VEGAS BOULEVARD SOUTH		
City:	LAS VEGAS		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2207804	POLO TOWERS	
CORRESPONDENCE DATA			
Fax Number:	(310)556-2209		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310 556 7881		
Email:	mkleinberg@chrisglase.com		
Correspondent Name:	MARVIN H. KLEINBERG		
Address Line 1:	10250 CONSTELLATION BLVD.,		
Address Line 2:	19th Floor		
Address Line 4:	LAS VEGAS, CALIFORNIA 90067		
NAME OF SUBMITTER:	MARVIN H. KLEINBERG		
Signature:	/marvin h. kleinberg/		
Date:	07/17/2007		

OP \$40.00 2207804

Total Attachments: 1
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ASSIGNMENT

WHEREAS NEVADA RESORT PROPERTIES POLO TOWERS LIMITED PARTNERSHIP, a limited partnership organized and existing under the laws of the State of Nevada and having its principal place of business in the city of Las Vegas, state of Nevada, has acquired and used in its business and is the sole owner of the Trademark set out below, which mark is registered on the Principal Register of the United States Patent and Trademark Office, and the good will of the business appurtenant thereto;

WHEREAS DIAMOND RESORTS HOLDINGS, LLC, a limited liability company organized and existing under the laws of the State of Nevada and having its principal place of business in the city of Las Vegas, state of Nevada, has succeeded to the entire business of NEVADA RESORT PROPERTIES POLO TOWERS LIMITED PARTNERSHIP, or portion thereof to which the mark pertains, is desirous of acquiring all of the right title and interest in and to the Trademark and the good will of the business or portion thereof appurtenant thereto.


THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said NEVADA RESORT PROPERTIES POLO TOWERS LIMITED PARTNERSHIP does hereby sell, assign, and transfer unto the said DIAMOND RESORTS HOLDINGS, LLC, all right, title and interest in and to the following mark, together with all or so much of the good will of the business as is symbolized by the mark as of the date set forth below, as well as the right to sue for past infringements.

<u>Mark</u>	<u>Reg. No.</u>	<u>Issue Date</u>
POLO TOWERS	2,207,804	Dec. 8, 1998

Date: 7/13/2007

NEVADA RESORT PROPERTIES POLO TOWERS
LIMITED PARTNERSHIP

By: C&J Enterprises, LLC
Its: General Partner

By: 
Richard Cloobek
Its: Executive Vice President