

ASSIGNMENT OF TRADEMARKS

Sierra Design Group, a Nevada corporation, (herein "Assignor") has an office and principal place of business at 6601 South Bermuda Road, Las Vegas, NV, 89119, and has adopted and is using the mark identified in Schedule 1 attached hereto, for which the Assignor has obtained registration in the United States Patent and Trademark Office.

Bally Gaming, Inc., a Nevada corporation, (herein "Assignee") has an office and principal place of business at 6601 South Bermuda Road, Las Vegas, NV, 89119, and desires to acquire the Assignor's entire right, title and interest in and to the mark, together with the goodwill of the business associated with the mark, and the registration identified in Schedule 1 attached hereto.

For good and valuable consideration, the receipt and adequacy of which are acknowledged, the Assignor assigns to the Assignee the Assignor's entire right, title and interest in and to the mark, together with the goodwill of the business associated with the mark, and the registration identified in Schedule 1 attached hereto.

Dated and effective as of September 27, 2007.

ASSIGNOR:
SIERRA DESIGN GROUP

By *Mark Lerner*
Mark Lerner, Secretary

STATE OF NEVADA)
) ss.
COUNTY OF CLARK)

Subscribed and sworn to before me, a Notary Public, this ____ day of September, 2007.

Carolyn J. Willis
Notary Public



ASSIGNEE:
BALLY GAMING, INC.

By *Mark Lerner*
Mark Lerner, Secretary

STATE OF NEVADA)
) ss.
COUNTY OF CLARK)

Subscribed and sworn to before me, a Notary Public, this ____ day of September, 2007.

Carolyn J. Willis
Notary Public



TRADEMARK

SCHEDULE 1

TRADEMARK	U.S. REGISTRATION NO.	REGISTRATION DATE
1,000,000 Pennies	2722380	06/03/2003