


FORMPTO-1194
(Rev. 6-95)

RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

TRADEMARKS ONLY

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

<p>1. Name of conveying party(ies):</p> <p>Shuffle Up Productions, Inc. and Shuffle Master, Inc.</p> <p>Additional name(s) of conveying party(ies) attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <hr/> <p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date(s): <u>September 10, 2008</u></p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: <u>Shuffle Master, Inc.</u></p> <p>Internal Address: <u>1106 Palms Airport Drive</u></p> <p>Street Address: <u>1106 Palms Airport Drive</u> City: <u>Las Vegas</u> State: <u>NV</u> ZIP: <u>89119</u></p> <p>Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>I-DEAL Docket No.: <u>TM2096.ap.US</u></p>
<p>4. Application number(s) or patent number(s):</p> <p>If this document is being filed together with a new application, the execution date of the application is:</p> <p>A. Trademark Application No. <u>77/026,352</u> Filed <u>October 20, 2006</u></p> <p>B. Trademark Registration No. Registered</p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Jennifer K. Farrar</u></p> <p>Internal Address: <u>Shuffle Master, Inc.</u></p> <p>Street Address: <u>1106 Palms Airport Drive</u></p> <p>City: <u>Las Vegas</u> State: <u>NV</u> ZIP: <u>89119</u></p>	<p>6. Total number of applications and registrations involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41): <u>\$40.00</u></p> <p><input type="checkbox"/> Enclosed Check No. _____ <input checked="" type="checkbox"/> Authorized to be charged to deposit account <input checked="" type="checkbox"/> Authorize to charge any underpayment or credit any overpayment to deposit account.</p> <p>8. Deposit Account Number: <u>19-2140</u></p> <p><small>(Attach duplicate copy of this page if paying by deposit account)</small></p>
<p style="text-align: center;">DO NOT USE THIS SPACE</p>	
<p>9. Statement and signature. <i>To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.</i></p> <p><u>Jennifer K. Farrar</u>  <u>10 September 2008</u> Name of Person Signing Signature Date</p> <p>Total number of pages including cover sheet, attachments, and documents: <u>4</u></p>	

Documents to be recorded with required cover sheet should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

CH \$40.00 192140 77026352

ASSIGNMENT

WHEREAS, SHUFFLE UP PRODUCTIONS, INC. (herein the Assignor), a corporation organized and existing under the laws of the State of Delaware, and having its principal offices at 1106 Palms Airport Drive, Las Vegas, NV 89119, has applied for federal registration of the trademark "I-DEAL", on the Principal Registry of the U.S. Trademark Office; and

WHEREAS, this application has been assigned Serial No. 77/026,352, was filed on OCTOBER 20, 2006 and recites the following goods: casino table game equipment, namely, playing card shuffling devices and parts therefore;

WHEREAS, SHUFFLE MASTER, INC., a corporation of the State of Minnesota, having an office and place of business at 1106 Palms Airport Drive, Las Vegas, Nevada 89119, is desirous of acquiring the entire right, title and interest in and to the trademark, "I-DEAL", the above-identified application, any Principal Registration that shall issue and the good will of the business pertaining thereto; and

WHEREAS, SHUFFLE UP PRODUCTIONS, INC. is willing to assign all of its rights, title and interest in and to such mark and to forever terminate any further use of the mark for any purpose;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, SHUFFLE UP PRODUCTIONS, INC. hereby sells, assigns and transfers to SHUFFLE MASTER, INC., its successors and assigns, the entire right, title and interest in and to the mark "I-DEAL" and the application filed on October 20, 2006, assigned Serial No. 77/026,352 and the good will of the business pertaining thereto.

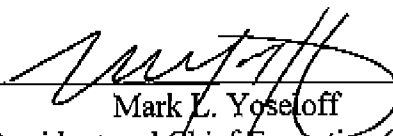
SHUFFLE UP PRODUCTIONS, INC. agrees to immediately terminate and refrain from any further use of the mark for any purpose and to execute such other documents as may be necessary to effectuate and record the assignment of the mark and any rights granted hereby.

Assignment
Serial No.: 77/026,352
Filing Date: October 20, 2006
Mark: I-DEAL
Page 2 of 2 Pages

Docket No.:TM2096.ap.US

In witness whereof, I have hereunto set my hand and affixed our seal this

10th day of September, 2008.


Mark L. Yoseloff
President and Chief Executive Officer
Shuffle Up Productions, Inc.

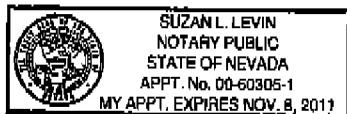
STATE OF NEVADA)

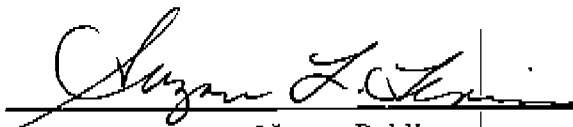
)ss.

COUNTY OF CLARK)

On this 10th day of September, 2008 before me personally appeared Mark L. Yoseloff to me known to be the person described in and who executed the foregoing instrument, and he/she duly acknowledged to me that he/she executed the same for the uses and purposes therein set forth.

[SEAL]




Notary Public