

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Dollywood Company		04/17/2009	JOINT VENTURE:
RECEIVING PARTY DATA			
Name:	Lo-Q Virtual Queuing Inc.		
Street Address:	351 Thornton Road, Suite 119		
City:	Lithia Springs		
State/Country:	GEORGIA		
Postal Code:	30122		
Entity Type:	CORPORATION: GEORGIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77517878	Q-BOT	
Serial Number:	77517708		
CORRESPONDENCE DATA			
Fax Number:	(865)523-4478		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	865-546-4305		
Email:	mgraham@lng-patent.com		
Correspondent Name:	Mark S. Graham, Esq.		
Address Line 1:	P.O. Box 1871		
Address Line 4:	Knoxville, TENNESSEE 37901		
ATTORNEY DOCKET NUMBER:	63190M1-62507M1/C-1790.2		
NAME OF SUBMITTER:	Mark S. Graham, Esq.		
Signature:	/Mark S. Graham/		
Date:	04/17/2009		

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Total Attachments: 2

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**ASSIGNMENT OF MARKS AND
APPLICATIONS FOR REGISTRATION THEREOF**

WHEREAS, The Dollywood Company, a joint venture between Herschend Family Entertainment Corporation, a Missouri Corporation, and Dolly Parton Productions, Inc., a California Corporation, Dollywood having a business address at 1020 Dollywood Lane, Pigeon Forge, Tennessee 37863 (hereinafter "Assignor"), has filed applications in the United States Patent & Trademark Office to register the below listed marks:

<p>Serial No. 77/517,878 Filing Date: July 9, 2008 Mark: Q-BOT</p>	<p>Goods: A portable electronic prompting unit for assisting theme park visitors with management of their wait time associated with attendance at theme park rides, shows, attractions, events, and other activities in IC 009</p> <p>Services: Personal convenience services, namely, assisting visitors at a theme park with management of their wait time associated with attendance at theme park rides, shows, attractions, events, and other activities through the use of an electronic system and an associated personal portable electronic prompting unit in IC 041</p>
<p>Serial No. 77/517,708 Filing Date: July 9, 2008 Mark:</p> 	<p>Goods: Portable electronic units for assisting theme park visitors with management of their attendance and wait time at theme park rides, shows, attractions, events, and other activities in IC 009; Pins and metal key rings in IC 014; Toys and playthings, namely, stuffed animals in IC 028</p> <p>Services: Personal convenience services, namely, assisting visitors at a theme park with management of their wait time associated with attendance at theme park rides, shows, attractions, events, and other activities through the use of an electronic system and an associated personal portable electronic prompting unit in IC 041</p>

WHEREAS, Lo-Q Virtual Queuing Inc., a Georgia Corporation, with a business address at 351 Thornton Road, Suite 119, Lithia Springs, Georgia 30122 (hereinafter "Assignee"), is desirous of acquiring all of Assignor's rights in said Marks and the above-identified applications for registration of the same;

NOW, THEREFORE, in consideration of \$10.00 in hand paid and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has assigned and hereby does assign unto Assignee all of Assignor's right, title and interest in and to the above identified marks and applications for registration of the marks, together with that portion of Assignor's business pertaining to the marks, the goodwill associated therewith, and all rights of action for infringement thereof, retroactive to Assignor's initial use of the aforementioned marks and applications or the filing of said applications, whichever is earlier..

The Commissioner of Patents & Trademarks is requested to issue the certificate of registrations for the marks of the applications to Assignee Lo-Q plc.

The Dollywood Company

Date 4/17/09

By Ken Bell
Ken Bell, President

STATE OF TENNESSEE)
COUNTY OF Sevier) ss

Before me, a notary public of the state and county mentioned, personally appeared Ken Bell with whom I am personally acquainted, and who, upon oath, acknowledged himself to be President of The Dollywood Company, the within named party, a joint venture, and that he as such President, executed the foregoing instrument for the purposes therein contained, by signing the name of the joint venture by himself as President.

WITNESS my hand and seal, at office in Pigeon Forge
Tennessee this 17 day of April, 2009



Judy Ward
Notary Public

My commission expires: 3/24/2010

Date: 4/17/09

By: Cindy Inulc

Date: _____

By: _____