

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
BUSCH ENTERTAINMENT CORPORATION		05/28/2009	CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:	SEA WORLD, INCORPORATED		
Street Address:	ONE BUSCH PLACE		
Internal Address:	202-6		
City:	ST. LOUIS		
State/Country:	MISSOURI		
Postal Code:	63118		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2159828	KEY WEST AT SEA WORLD	
CORRESPONDENCE DATA			
Fax Number:	(314)577-0776		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314 577-7386		
Email:	CINDY.MCKEEHAN@ANHEUSER-BUSCH.COM		
Correspondent Name:	SCOTT D. MILLER		
Address Line 1:	ONE BUSCH PLACE		
Address Line 2:	202-6		
Address Line 4:	ST. LOUIS, MISSOURI 63118		
NAME OF SUBMITTER:	Scott D. Miller		
Signature:	/Scott D. Miller/		
Date:	05/28/2009		

CH \$40.00 2159828

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Busch Entertainment Corporation, a Delaware corporation, having a place of business at One Busch Place, St. Louis, Missouri 63118 ("Assignor") is the owner of rights in the trademark KEY WEST AT SEA WORLD, Registration No. 2159828, (the "Mark").

WHEREAS, Sea World, Inc. having a place of business at One Busch Place, St. Louis, Missouri 63118 ("Assignee") desires to acquire the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby assigns and transfers to Assignee, absolutely and forever, its entire right, title and interest, throughout the world, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any corresponding registrations as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

Assignor hereby consents to the recordation of this assignment in any applicable country.

Assignor represents and warrants that it is the owner of the Mark, and has not previously transferred or otherwise encumbered the rights being assigned to Assignee.

The individual signing this document on behalf of Assignor represents and declares that he is authorized to execute this document on behalf of Busch Entertainment Corporation.

IN WITNESS WHEREOF, this Assignment is effective this 28 day of May, 2009.

BUSCH ENTERTAINMENT CORPORATION

By: Francis Z. Hellwig

Name: Francis Z. Hellwig

Title: Assistant Secretary

Date: 28 May 2009

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