

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
New Jazz Enterprises, L.L.C.		03/08/2010	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	New Tropicana Holdings, Inc.		
Street Address:	3930 Howard Hughes Pkwy., 4th Floor		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89169		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3212147	BELLE OF BATON ROUGE	
Registration Number:	1933104	BELLE OF BATON ROUGE	
CORRESPONDENCE DATA			
Fax Number:	(702)382-8135		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	7023822101		
Email:	lvpto@bhfs.com, knyquist@bhfs.com, jobermeyer@bhfs.com		
Correspondent Name:	Kelley L. Nyquist		
Address Line 1:	100 N. City Parkway, Suite 1600		
Address Line 4:	Las Vegas, NEVADA 89106		
ATTORNEY DOCKET NUMBER:	12960TROPICANA		
NAME OF SUBMITTER:	Kelley L. Nyquist		
Signature:	/Kelley L. Nyquist/		

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**TRADEMARK
 REEL: 004164 FRAME: 0866**

Date:

03/10/2010

Total Attachments: 1

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U.S. TRADEMARK ASSIGNMENT

This U.S. TRADEMARK ASSIGNMENT is made by and between NEW JAZZ ENTERPRISES, L.L.C., a Nevada Limited Liability Company, ("Assignor"), in favor of NEW TROPICANA HOLDINGS, INC., a Delaware Corporation ("Assignee").

WHEREAS, Assignor has adopted, owns and is using the Marks listed below on or in connection with the services covered in the registrations.

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
BELLE OF BATON ROUGE	02-27-2007	3,212,147
BELLE OF BATON ROUGE	11-07-1995	1,933,104

WHEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, and its successors and assigns, all right, title and interest in and to the Marks and registrations, together with the goodwill of the business symbolized by the Marks, and the right to bring action for past infringement of the Marks.

IN WITNESS WHEREOF, Assignor has caused this U.S. TRADEMARK ASSIGNMENT to be executed and delivered by its duly authorized officer, dated as of this 8 day of March, 2010.

NEW JAZZ ENTERPRISES, L.L.C.

By:

Name: Scott C. Butera
Title: President

STATE OF Nevada) ss.
COUNTY OF Clark)

On this 8 day of March, 2010, before me personally appeared Scott C. Butera, who proved to me on the basis of satisfactory evidence to be the person who executed the foregoing instrument on behalf of New Jazz Enterprises, L.L.C., who being by me duly sworn did depose and say that he is an authorized officer of said company, that the said instrument was signed on behalf of said company and that he acknowledged said instrument to be the free act and deed of said company.

Notary Public

Norine Ziemski

