

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
Aztar Riverboat Holding Company, LLC		03/08/2010	LIMITED LIABILITY COMPANY: INDIANA
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: 1			
Property Type	Number	Word Mark	
Registration Number:	2340391	EVERY DAY'S A PARTY	
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/		
Date:	03/10/2010		

CH \$40.00 2340391

Total Attachments: 1

source=TM Assignment from Aztar Riverboat Holding Co LLC to New Tropicana Hldgs Inc#page1.tif

U.S. TRADEMARK ASSIGNMENT

This U.S. TRADEMARK ASSIGNMENT is made by and between AZTAR RIVERBOAT HOLDING COMPANY, LLC, an Indiana Limited Liability Company ("Assignor"), in favor of NEW TROPICANA HOLDINGS, INC., a Delaware Corporation ("Assignee").

WHEREAS, Assignor has adopted, owns and has used the Mark listed below on or in connection with the services covered in the registration.

<u>Mark</u>	<u>Reg. Date</u>	<u>Reg. No.</u>
EVERY DAY'S A PARTY (Stylized)	04-11-2000	2,340,391

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 Mark and registration, together with the goodwill of the business symbolized by the Mark, and the right to bring action for past infringement of the Mark.

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.

AZTAR RIVERBOAT HOLDING COMPANY, LLC

By: [Signature]
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 Aztar Riverboat Holding Company, LLC, 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,

[Signature]
Notary Public

