

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
Tropicana Express, LLC		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: 13

Property Type	Number	Word Mark
Registration Number:	1563835	TROP WORLD
Registration Number:	1601455	AZTAR
Registration Number:	1601456	AZTAR
Registration Number:	1950116	DIAMOND CLUB
Registration Number:	2308620	WORLDS OF CASH
Registration Number:	2766270	JACKPOT PARADISE
Registration Number:	2767943	CHICKEN CHALLENGE
Registration Number:	2805598	GAZILLIONS
Registration Number:	2820049	DIAMOND CLUB
Registration Number:	2828414	THE AMAZING CASH CONTRAPTION
Registration Number:	2977511	INSTANT PAY- YOUR TICKET TO NO MORE WAITING
Registration Number:	3141329	PERFECT ACCESSORIES & LEATHER
Registration Number:	2385072	PASSAGGIO MARINARA SAUCE THICK AND SAVORY MEATLESS SAUCE FOR PASTA ITALIAN GARDENS

CH \$340.00 1563835

CORRESPONDENCE DATA

Fax Number: (702)382-8135
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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:	03/11/2010

Total Attachments: 2
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U.S. TRADEMARK ASSIGNMENT

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

WHEREAS, Assignor has adopted, owns and has used 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>
TROP WORLD	10-31-1989	1,563,835
AZTAR (Stylized)	06-12-1990	1,601,455
AZTAR	06-12-1990	1,601,456
DIAMOND CLUB (Stylized)	01-23-1996	1,950,116
WORLDS OF CASH	01-18-2000	2,308,620
JACKPOT PARADISE	09-23-2003	2,766,270
CHICKEN CHALLENGE	09-23-2003	2,767,943
GAZILLIONS	01-13-2004	2,805,598
DIAMOND CLUB	03-02-2004	2,820,049
THE AMAZING CASH CONTRAPTION	03-30-2004	2,828,414
INSTANT PAY - YOUR TICKET TO NO MORE WAITING	07-26-2005	2,977,511
PERFECT ACCESSORIES & LEATHER	09-12-2006	3,141,329
PASSAGGIO MARINARA SAUCE THICK AND MEATLESS SAUCE FOR PASTA ITALIAN GARDENS (and design)	09-12-2000	2,385,072

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.

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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.

TROPICANA EXPRESS, LLC

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 Tropicana Express, 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.


Notary Public

