

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
Tahoe Horizon, LLC		03/08/2010	LIMITED LIABILITY COMPANY: DELAWARE

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: 10

Property Type	Number	Word Mark
Registration Number:	1663682	LAKE TAHOE HORIZON
Registration Number:	2879029	HORIZON
Registration Number:	3197619	MONTBLEU RESORT CASINO & SPA
Registration Number:	3197614	MONTBLEU
Registration Number:	1270320	TROP
Registration Number:	1530186	TROPICANA
Registration Number:	1558460	TROP PARK
Registration Number:	1572514	TROPICANA
Registration Number:	2971227	THE QUARTER AT TROPICANA
Registration Number:	3706926	TROPICANA GETAWAYS

CORRESPONDENCE DATA

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

900156926

**TRADEMARK
 REEL: 004165 FRAME: 0796**

CH \$265.00 1663682

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 TAHOE HORIZON, LLC, a Delaware 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>
LAKE TAHOE HORIZON	11-05-1991	1,663,682
HORIZON	08-31-2004	2,879,029
MONTBLEU RESORT CASINO & SPA (and design)	01-09-2007	3,197,619
MONTBLEU	01-09-2007	3,197,614
TROP	03-13-1984	1,270,320
TROPICANA	03-14-1989	1,530,186
TROP PARK	09-26-1989	1,558,460
TROPICANA	12-19-1989	1,572,514
THE QUARTER AT TROPICANA	07-19-2005	2,971,227
TROPICANA GETAWAYS	11-03-2009	3,706,926

WHEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, 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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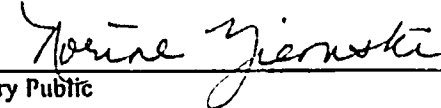
IN WITNESS WHEREOF, Assignor has caused this U.S. TRADEMARK ASSIGNMENT to be executed and delivered by its duly authorized officer, dated as of this 8 day of March, 2010.

TAHOE HORIZON, 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 Tahoe Horizon, 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

