

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: 7			
Property Type	Number	Word Mark	
Serial Number:	77759103	THE TROP LAS VEGAS EST. 1957	
Serial Number:	77759101	THE TROP LAS VEGAS EST. 1957	
Serial Number:	77759098	TROPICANA ENTERTAINMENT	
Serial Number:	77759100	TROPICANA ENTERTAINMENT	
Serial Number:	77750497	UNINTERRUPTED PLAY	
Serial Number:	77750499	UNINTERRUPTED PLAY	
Serial Number:	77211629	TROPICANA GETAWAYS	
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		

CH \$190.00 77759103

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:	03/12/2010

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 an ongoing intent to use the Marks listed below on or in connection with the services covered in the pending applications listed below.

<u>Mark</u>	<u>Filing Date</u>	<u>Application No.</u>
THE TROP LAS VEGAS EST. 1957 (and design)	06-13-2009	77/759,103
THE TROP LAS VEGAS EST. 1957 (and design)	06-13-2009	77/759,101
TROPICANA ENTERTAINMENT (and design)	06-13-2009	77/759,098
TROPICANA ENTERTAINMENT (and design)	06-13-2009	77/759,100
UNINTERRUPTED PLAY	06-02-2009	77/750,497
UNINTERRUPTED PLAY	06-02-2009	77/750,499
TROPICANA GETAWAYS	06-21-2007	77/211,629

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 pending applications, together with the goodwill of the business symbolized by the Marks, the ongoing business activities associated with 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: [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 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.

[Signature]
Notary Public

