

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
HGS Gaming, L.L.C.		09/01/2010	LIMITED LIABILITY COMPANY: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HGMI Gaming, Inc.		
<b>Street Address:</b>	71 S. Wacker Drive		
<b>Internal Address:</b>	10th Floor		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60606		
<b>Entity Type:</b>	CORPORATION: NEVADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2639239	PLAYERS ADVANTAGE CLUB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)876-2020		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	3128762120		
<b>Email:</b>	fwmclaughlin@woodphillips.com		
<b>Correspondent Name:</b>	F W McLaughlin		
<b>Address Line 1:</b>	500 W. Madison		
<b>Address Line 2:</b>	Suite 3800		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60661		
<b>ATTORNEY DOCKET NUMBER:</b>	HYA10099T00914US		
<b>NAME OF SUBMITTER:</b>	F. William McLaughlin		
<b>Signature:</b>	/F. William McLaughlin/		

OP \$40.00 2639239

Date:

09/01/2010

Total Attachments: 1

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**ASSIGNMENT OF SERVICE MARK**

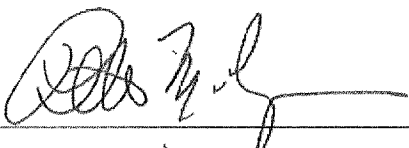
WHEREAS, HGS Gaming, L.L.C. f/k/a Hyatt Gaming Services, L.L.C., a Nevada Limited Liability Company, is the owner of United States Service Mark Reg. No. 2,639,239 for the mark "PLAYERS ADVANTAGE CLUB" (the registration incorrectly identifies registrant as Hyatt Gaming Services, L.L.C. an Illinois Limited Liability Company); and

WHEREAS, HGMI Gaming, Inc., a Nevada corporation having a place of business at 71 S. Wacker Drive, Chicago, Illinois 60606 is desirous of acquiring said service mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said HGS Gaming, L.L.C., does hereby assign to said HGMI Gaming, Inc. all right, title and interest in and to said service mark, including the good will of the business associated therewith.

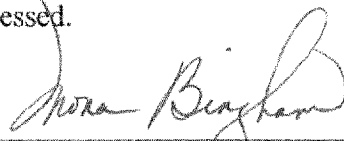
HGS GAMING, L.L.C.

Date: September 1, 2010

By   
Title: President

STATE OF ILLINOIS            )  
  ) ss  
County of Cook                )

Before me, a Notary Public in and for the County and State aforesaid, this 1<sup>ST</sup> day of September, 2010, appeared Peter M. Liguori, to me personally known to be the signer of the foregoing instrument, and acknowledged execution of said instrument as a free and voluntary act for the uses and purposes therein expressed.

  
Notary Public

