

**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>
KKI, LLC		09/16/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Kentucky Sate Fair Board		
<b>Street Address:</b>	937 Philips Lane		
<b>City:</b>	Louisville		
<b>State/Country:</b>	KENTUCKY		
<b>Postal Code:</b>	40209-1398		
<b>Entity Type:</b>	a political subdivision of the Commonwealth of Kentucky: KENTUCKY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2889287	KENTUCKY KINGDOM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(502)585-2207		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	5025402326		
<b>Email:</b>	denise.everett@dinslaw.com		
<b>Correspondent Name:</b>	Denise M. Everett		
<b>Address Line 1:</b>	500 West Jefferson Street		
<b>Address Line 2:</b>	1400 PNC Plaza		
<b>Address Line 4:</b>	Louisville, KENTUCKY 40202		
<b>ATTORNEY DOCKET NUMBER:</b>	32500-2		
<b>NAME OF SUBMITTER:</b>	Denise M. Everett		
<b>Signature:</b>	/Denise M. Everett/		

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**TRADEMARK  
 REEL: 004284 FRAME: 0389**

Date:

09/27/2010

**Total Attachments: 4**

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**ASSIGNMENT OF REGISTERED TRADEMARK**

**WHEREAS, KKI, LLC**, a limited liability company duly organized and existing under the laws of Delaware with a principal place of business at 230 Park Avenue, 16<sup>th</sup> Floor, New York, NY 10169 (hereinafter "Assignor"), is the owner of the Federally registered trademark KENTUCKY KINGDOM and Federal Registration No. 2889287 (hereafter "the Trademark");

**WHEREAS, KENTUCKY STATE FAIR BOARD**, a political subdivision of the Commonwealth of Kentucky established by KRS 247.090 with a principal place of business at 937 Phillips Lane, Louisville, KY 40209-1398 (hereinafter "Assignee"), desires to acquire all right, title and interest in the Trademark, together with the goodwill of the business, amusement and theme park services associated therewith; and

**WHEREAS**, Assignor and Assignee are desirous of making this Assignment a matter of record.

**NOW, THEREFORE**, for good and valuable consideration the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, effective September 20, 2010, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title, and interest in and to the aforesaid Trademark, together with the goodwill of the business associated with the Trademark.

**FURTHER**, Assignor hereby covenants, agrees and undertakes to execute all confirmatory assignments, lawful oaths, and any other papers which Assignee may reasonably deem necessary or desirable for securing to Assignee or for

maintaining for Assignee the Trademark hereby assigned. Assignee is responsible for all costs associated with maintenance of the Trademark.

[Signatures to Follow]



KENTUCKY STATE FAIR BOARD

By: Harold Workman  
Print  
Name: *Harold Workman*  
Title: President and CEO

STATE OF KY )  
COUNTY OF Jefferson ) SS:

Sworn to and subscribed before me by the aforesaid Harold Workman, on  
this 15 day of September, 2010.

*Diana Burgin*  
Notary Public

My Commission Expires: Oct. 27, 2010