

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
M Holdings, LLC		10/11/2010	LIMITED LIABILITY COMPANY: NEVADA

RECEIVING PARTY DATA

Name:	The M Resort, LLC
Street Address:	12300 Las Vegas Boulevard South
City:	Henderson
State/Country:	NEVADA
Postal Code:	89044
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	77688463	DAYDREAM
Serial Number:	77688470	DAYDREAM
Serial Number:	77456532	M IS FOR ME
Serial Number:	77456525	M IS FOR ME
Serial Number:	77864304	M RESORT
Serial Number:	77864323	M RESORT
Serial Number:	77408846	MULTIPLIER MANIA
Serial Number:	77548476	VILLAGGIO DEL SOLE

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

CH \$215.00 77688463

Address Line 1: 100 N. City Parkway, Suite 1600
Address Line 4: Las Vegas, NEVADA 89106

ATTORNEY DOCKET NUMBER:	12070MRESORT
NAME OF SUBMITTER:	Kelley L. Nyquist
Signature:	/Kelley L. Nyquist/
Date:	10/13/2010

Total Attachments: 3

source=Exec. Trademark Assignment ITU M Holdings to M Resort#page1.tif
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TRADEMARK ASSIGNMENT (INTENT TO USE)

This TRADEMARK ASSIGNMENT is made by and between M HOLDINGS, LLC, a Nevada Limited Liability Company, ("Assignor"), in favor of THE M RESORT LLC, a Nevada Limited Liability Company ("Assignee").

WHEREAS, Assignor has adopted, owns and has an ongoing intent to use the trademarks listed on Exhibit A (the "Marks") on or in connection with the services covered in the pending applications shown in Exhibit A.

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, ASSIGNOR does hereby assign, convey, transfer, deliver, set over and vest to and in ASSIGNEE, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or common law, in and to the Marks and pending applications, and all the rights and privileges related thereto including but not limited to the priority rights arising from said application and mark, the right to recover and take all such proceedings as may be necessary for the recovery of damages or otherwise in respect of past, present and future infringement and dilution, together with that part of the goodwill of the business connected with the use of and symbolized by said Scheduled Marks throughout the world.

IN WITNESS WHEREOF, Assignor and Assignee have caused these presents to be executed by their duly authorized officers or agents on this 11 day of October, 2010.

ASSIGNEE: The M Resort LLC

ASSIGNOR: M Holdings, LLC

By: [Signature]
Name: Anthony A. Marnell III
Title: Manager

By: [Signature]
Name: Anthony A. Marnell III
Title: Manager

State of Nevada
County of Clark

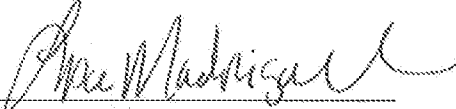
This instrument was acknowledged before me on this 11 day of October, 2010 by Anthony A. Marnell III, an authorized representative and officer of M Holdings, LLC.

[Signature]
Notary Public



State of Nevada
County of Clark

This instrument was acknowledged before me on this 11th day of October,
2010 by Anthony A. Marnell III, an authorized representative and officer of The M
Resort, LLC.



Notary Public



LISA MADRIGALE
NOTARY PUBLIC
STATE OF NEVADA
Appt. No. 02-77274-1
My Appt. Expires Aug. 21, 2014

EXHIBIT A

MARK	APPLICATION FILING DATE	APPLICATION NUMBER
DAYDREAM	March 11, 2009	77/688,463
DAYDREAM	March 11, 2009	77/688,470
M IS FOR ME	April 24, 2008	77/456,532
M IS FOR ME	April 23, 2008	77/456,525
M RESORT	November 3, 2009	77/864,304
M RESORT	November 3, 2009	77/864,323
MULTIPLIER MANIA	February 28, 2008	77/408,846
VILLAGGIO DEL SOLE	August 15, 2008	77/548,476