

**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
HGMI Gaming, Inc.		06/14/2011	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	HCC Corporation		
Street Address:	111 Country Club Drive		
City:	Incline Village		
State/Country:	NEVADA		
Postal Code:	89451		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2639239	PLAYERS ADVANTAGE CLUB	
CORRESPONDENCE DATA			
Fax Number:	(312)876-2020		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-876-1800		
Email:	lbowen@woodphillips.com		
Correspondent Name:	Wood, Phillips, Katz, Clark & Mortimer		
Address Line 1:	500 W. Madison Street		
Address Line 2:	Suite 3800		
Address Line 4:	Chicago, ILLINOIS 60661-2562		
ATTORNEY DOCKET NUMBER:	10099T00914US		
NAME OF SUBMITTER:	F. William McLaughlin		
Signature:	/F. William McLaughlin/		
Date:	06/15/2011		
Total Attachments: 1 source=2639239 Assignment#page1.tif			

CH \$40.00 2639239

**900194454**

**TRADEMARK  
 REEL: 004561 FRAME: 0789**

**ASSIGNMENT OF SERVICE MARK**

WHEREAS, HGMI Gaming, Inc., a Nevada corporation having a place of business at 71 S. Wacker Drive, Chicago, Illinois 60606, is the owner of United States Service Mark Reg. No. 2,639,239 for the mark PLAYERS ADVANTAGE CLUB; and

WHEREAS, HCC Corporation, a Nevada corporation having a place of business at 111 Country Club Drive, Incline Village, Nevada, 89451, 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 HGMI Gaming, Inc., does hereby assign to said HCC Corporation all right, title and interest in and to said service mark, including the good will of the business associated therewith.

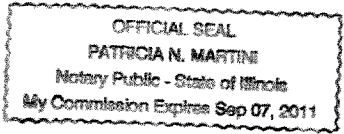
HGMI GAMING, INC.

Date: 06/14, 2011

By *[Signature]*  
Title: *President*

STATE OF ILLINOIS )  
  ) ss  
County of Cook )

Before me, a Notary Public in and for the County and State aforesaid, this 14<sup>th</sup> day of June, 2011, appeared PETER M. LIQUORI, 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.



*Patricia N. Martini*  
Notary Public