

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
Premier Entertainment Biloxi LLC		06/28/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Hard Rock Cafe International (USA), Inc.		
Street Address:	6100 Old Park Lane		
City:	Orlando		
State/Country:	FLORIDA		
Postal Code:	32835		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3943723	ROCK BOX	
CORRESPONDENCE DATA			
Fax Number:	(407)445-7630		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	407-445-7625		
Email:	ipenforcement@hardrock.com		
Correspondent Name:	Rebecca L Roby		
Address Line 1:	6100 Old Park Lane		
Address Line 2:	Hard Rock Cafe International (USA), Inc.		
Address Line 4:	Orlando, FLORIDA 32835		
NAME OF SUBMITTER:	Rebecca L. Roby		
Signature:	/rlr/		
Date:	06/29/2011		
Total Attachments: 1 source=Rock Box#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, Premier Entertainment Biloxi LLC, a Delaware limited liability company, with its principal place of business at 777 Beach Boulevard, Biloxi, MS 39530 (hereinafter "Assignor"), uses the mark ROCK BOX (the "Mark") and has obtained a Federal Registration on the Mark, U.S. Reg. No. 3,943,723, registered April 12, 2011 (the "'723 Registration"); and

WHEREAS, Assignor represents and warrants that it has the capacity and right to assign the Mark and the '723 Registration pursuant to the terms of this Trademark Assignment; and

WHEREAS, Hard Rock Cafe International (USA), Inc., a Florida corporation with its principal place of business at 6100 Old Park Lane, Orlando, FL 32835-2466 ("Assignee"), is desirous of acquiring the Mark and the '723 Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby expressly acknowledged by Assignor and Assignee, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the '723 Registration, together with the entire goodwill of the business symbolized by the Mark, and the right to bring action for past infringement of the Mark.

Dated effective as of: June 28, 2011

Premier Entertainment Biloxi LLC

By: _____

Name: ROBERT CALLAWAY

Title: SR VP/Gen Counsel

SUBSCRIBED and SWORN to before me

this 28th day of June, 2011.

Sara Mckie
Notary Public

