

Re: 8/25/11

FORM PTO-1594 (Modified)
(Rev. 6-93)
OMB No. 0651-0011 (exp 4/94)
Copyright 1994-97 LegalStar
SM05/REV03

08/11/2011

08/25/2011



103630581

103631529

ILY

Docket No.:
7117

Tab settings → → →
To the Director of the

Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

2. Name and address of receiving party(ies):

TRUMP TAJ MAHAL ASSOCIATES, LLC

Name: **STEEL PIER ASSOCIATES, L.L.C.**

- Individual(s)
- General Partnership
- Corporation-State
- Other **LIMITED LIABILITY COMPANY**

Internal Address: _____
 Street Address: **PO BOX 100**
 City: **OCEAN VIEW** State: **NJ** ZIP: **08230**

Additional names(s) of conveying party(ies) Yes No

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other **LIMITED LIABILITY COMPANY - NJ**

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

If assignee is not domiciled in the United States, a domestic designation is Yes N
 (Designations must be a separate document from Additional name(s) & address(es) Yes N

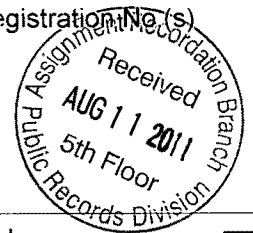
Execution Date: **AUGUST 3, 2011**

4. Application number(s) or registration numbers(s):

B. Trademark / Service Mark Registration No. (s)

8/11/2011

2,243,342



A. Trademark / Service Mark Application No. (s)

Additional numbers Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

6. Total number of applications and registrations involved: **1**

Name: **NORMAN E. LEHRER, ESQUIRE**

7. Total fee (37 CFR 3.41): \$ **\$40.00**

Internal Address: _____

- Enclosed
- Authorized to be charged to deposit account

Street Address: **1205 NORTH KINGS HIGHWAY**

8. Deposit account number: _____

City: **CHERRY HILL** State: **NJ** ZIP: **08034**

DO NOT USE THIS SPACE

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9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

NORMAN E. LEHRER
Name of Person Signing

AUGUST 9, 2011
Date

Total number of pages including cover sheet, attachments, and **5**

ASSIGNMENT OF SERVICE MARK

This **ASSIGNMENT OF SERVICE MARK** ("Assignment") is made as of the ^{3rd} day of August, 2011, by and between Trump Taj Mahal Associates, LLC ("Assignor") and Steel Pier Associates, L.L.C. (the "Assignee").

WHEREAS, Assignor is the record owner of the service mark and service mark registration for the goods and services set forth on Schedule 1 hereof ("Mark"); and

WHEREAS, Assignor and Assignee have entered into that certain Purchase Agreement, dated July 27, 2011 ("Purchase Agreement") which provides for, among other things, the transfer of the Mark from Assignor to Assignee.

NOW, THEREFORE, in consideration of the sum set forth in the Purchase Agreement, the receipt of which is hereby acknowledged, and other good and valuable consideration, Assignor does hereby irrevocably assign, sell, transfer and convey to Assignee, its legal representatives, successors and assigns, without any recourse, representation or warranty whatsoever, all of Assignor's right, title and interest in and to the Mark, together with the goodwill associated therewith and the right to profits or damages due or accrued, arising out of or in connection with, any and all past infringements of the Marks, the same to be held and enjoyed by Assignee for its own use and behalf, and its legal representatives, successors and assigns as the same would have been held by Assignor had this assignment not been made.

Assignor further authorizes the Commissioner of Patents and Trademarks of the United States to record the Mark and title thereto as the property of Assignee, its successors, legal representatives and assigns in accordance with the terms of this Assignment.

In the case of any conflict or inconsistency between the terms of this Assignment and the terms of the Purchase Agreement, the terms of the Purchase Agreement shall control.

Assignor represents and warrants that it is the registered owner of the Mark, free and clear of any liens, charges or encumbrances.

This Assignment may be executed in any number of counterparts, each of which shall be deemed an original, but all of which, together, shall constitute one and the same instrument. A facsimile, scanned and e-mailed or photocopy signature on this Assignment, shall have the same legal effect as an original signature.

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Schedule 1

Mark	Reg. No.	Reg. Date	Goods and Services
STEEL PIER	2,243,342	May 4, 1999	Int. Class 41; Entertainment in the nature of amusement park rides; casinos; and live performances by musical bands.

NY 73476971v3