

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
RESORT DATA SYSTEMS, LLC		10/12/2011	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	LAS VEGAS CONVENTION AND VISITORS AUTHORITY		
Street Address:	3150 Paradise Road		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	STATE AGENCY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3331356	WHAT HAPPENS IN VEGAS SHOULD BE HAPPENING TO YOU	
CORRESPONDENCE DATA			
Fax Number:	(702)792-9002		
Phone:	702-792-3773		
Email:	lvpto@gtlaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Greenberg Traurig, LLP; Attn: L.Thompson		
Address Line 1:	3773 Howard Hughes Parkway		
Address Line 2:	Suite 400N		
Address Line 4:	Las Vegas, NEVADA 89169		
ATTORNEY DOCKET NUMBER:	129430.010100		
NAME OF SUBMITTER:	Lauri S. Thompson		

CH \$40.00 3331356

900205274

**TRADEMARK
 REEL: 004646 FRAME: 0327**

Signature:	/Lauri S. Thompson/
Date:	10/21/2011
Total Attachments: 1 source=Assignment of Mark - WHAT HAPPENS IN VEGAS#page1.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is dated as of October 12, 2011 (the "Effective Date") between Resort Data Systems, LLC, a Nevada limited liability company, with offices at 801 South Rampart Boulevard, Suite 200, Las Vegas, Nevada 89145 ("Assignor"), and Las Vegas Convention and Visitors Authority, a Nevada state agency, with offices at 3150 Paradise Road, Las Vegas, Nevada 89109 ("Assignee").

WHEREAS, Assignor is the owner of the trademark WHAT HAPPENS IN VEGAS SHOULD BE HAPPENING TO YOU (the "Mark") identified in the federal trademark registration listed below (the "Registration").

Trademark	Registration No.	Registration Date
WHAT HAPPENS IN VEGAS SHOULD BE HAPPENING TO YOU	3,331,356	November 6, 2007

WHEREAS, Assignee is desirous of acquiring the above-identified Mark and Registration.

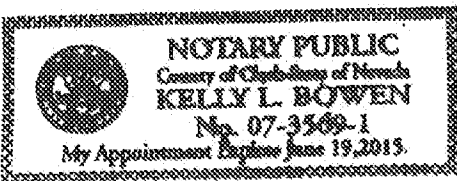
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, transfer, and set over to Assignee its successors and assigns Assignor's entire right, title and interest in and to the Mark and the Registration, together with the goodwill of the business connected with and symbolized by the Mark and any renewals and extensions of the Registration that are or may be secured under the laws of the United States, together with any right to sue for past claims, including infringement and dilution, in, under and to the Mark.

IN TESTIMONY WHEREOF, Assignor has caused this Assignment to be executed effective as of the Effective Date.

RESORT DATA SYSTEMS, LLC

Name: KENNETH CHUPINSKY

Title: MANAGER



SUBSCRIBED and SWORN to before me this

17 day of October, 2011

Kelly L. Bowen
NOTARY PUBLIC

County of CLARK
State of NEVADA