

## 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
Donald R Strayer		12/20/2011	INDIVIDUAL: UNITED STATES
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:	3371001	WHAT HAPPENS IN PRESCHOOL STAYS IN PRESCHOOL	
CORRESPONDENCE DATA			
Fax Number:	(702)382-8135		
Phone:	7023822101		
Email:	lvpto@bhfs.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:	Kelley L. Nyquist		
Address Line 1:	100 N. City Parkway, Suite 1600		
Address Line 4:	Las Vegas, NEVADA 89106		
ATTORNEY DOCKET NUMBER:	22395		
NAME OF SUBMITTER:	Kelley L. Nyquist		
Signature:	/Kelley L. Nyquist/		
Date:	02/07/2012		
Total Attachments: 1 source=Assignment - Registration no. 3371001#page1.tif			

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT ("Assignment") is dated as of December 20 2011 (the "Effective Date") between Donald R. Strayer of Tampa, Florida ("Assignor"), and Las Vegas Convention and Visitors Authority, a state agency of Nevada with an office at 3150 Paradise Road, Las Vegas, Nevada 89109-9096 ("Assignee").

WHEREAS, Assignor owns the registration for the trademark WHAT HAPPENS IN PRESCHOOL STAYS IN PRESCHOOL listed below (the "Registration").

Trademark	Registration No.	Registration Date
WHAT HAPPENS IN PRESCHOOL STAYS IN PRESCHOOL	3,371,001	January 15, 2008

WHEREAS, Assignee wished to acquire the above-identified Mark and Registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency 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 Registration, together with the goodwill of the business connected with and symbolized by the Mark identified therein.

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

DONALD R. STRAYER



Name: Donald R. Strayer

Title: \_\_\_\_\_

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