

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
Swan Princess Partners, L.P.			12/12/2011
			LIMITED LIABILITY LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Swan Princess Partners Utah LLC		
Street Address:	3625 Harrison Blvd		
City:	Ogden		
State/Country:	UTAH		
Postal Code:	84403		
Entity Type:	LIMITED LIABILITY COMPANY: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2232446	THE SWAN PRINCESS	
CORRESPONDENCE DATA			
Fax Number:	(801)536-1111		
Phone:	(801) 536-6761		
Email:	ecf@parsonsbehle.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:	Margaret Niver McGann		
Address Line 1:	201 South Main Street, Suite 1800		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:		SWAN PRINCESS	
NAME OF SUBMITTER:		Margaret Niver McGann	
Signature:		/Margaret Niver McGann/	

CH \$40.00 2232446

Date:

02/08/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made as of December 12th, 2011, by Swan Princess Partners, L.P., a Delaware limited partnership ("Assignor") with its principal place of business at 3625 Harrison Blvd, Ogden, UT 84403, in favor of Swan Princess Partners Utah LLC, a Utah limited liability company ("Assignee") with its principal place of business at 3625 Harrison Blvd, Ogden, UT 84403.

NOW, THEREFORE, for and in consideration of the promises and the mutual covenants contained herein, and for other good and valuable consideration, the receipt, adequacy and legal sufficiency of which are hereby acknowledged, the parties, intending to be legally bound, agree as follows:

1. *The Trademark.* The "Trademark" shall mean Assignor's trademark listed below, whether registered or common law rights:

- THE SWAN PRINCESS (U.S. Reg. No. 2232446)

2. *Ownership and Assignment.* Effective as of the date first written above, subject to the terms and conditions of this Agreement, Assignor hereby conveys, transfers, assigns and delivers to Assignee, and Assignee hereby accepts, any and all of Assignor's ownership, right, title and interest in and to the Trademark, together with (1) all goodwill in the Trademark and the goodwill of the business associated with and symbolized by the Trademark, (2) all income, royalties, and damages that become due or payable to the Assignor with respect to the Trademark, including damages and payments for past or future infringements and misappropriations of the Trademark, (3) all rights to sue for past, present and future infringement or misappropriations of the Trademark and (iv) any and all registrations and applications for registration of the Trademark.

3. *Governing Law.* This Assignment will be governed by and construed under the laws of the State of Utah without regard to conflicts-of-laws principles that would require the application of any other law.

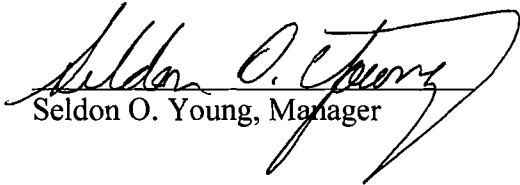
4. *No Third Party Rights.* Nothing expressed or referred to in this Assignment will be construed to give any person other than the parties to this Assignment any legal or equitable right, remedy or claim under or with respect to this Assignment or any provision of this Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the date first above written.

ASSIGNOR:

Swan Princess Partners, L.P.,
A Delaware limited partnership

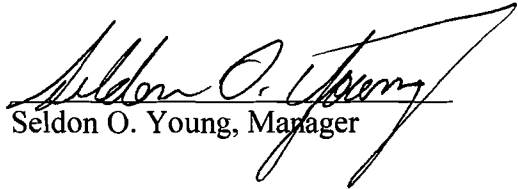
By: Swan, L.L.C., its General Partner


Seldon O. Young, Manager

ASSIGNEE:

Swan Princess Partners Utah LLC,
A Utah limited liability company

By: Swan, L.L.C., its Manager


Seldon O. Young, Manager