

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
Zuffa, LLC		02/10/2012	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	Fertitta Acquisitionsco LLC		
Street Address:	1505 South Pavilion Center Drive		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89135		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85285651	ULTIMATE POKER CHAMPIONSHIP	
Serial Number:	85285638	ULTIMATE POKER PLAYER	
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:	15518		
NAME OF SUBMITTER:	Kelley L. Nyquist		
Signature:	/Kelley L. Nyquist/		
Date:	02/10/2012		
Total Attachments: 1 source=Trademark Assignment#page1.tif			

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U.S. TRADEMARK ASSIGNMENT

This U.S. Trademark Assignment is made by and between ZUFFA, LLC, a Nevada limited liability company ("Assignor"), in favor of FERTITTA ACQUISITIONSCO LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor has adopted, owns and has an ongoing intent to use the Marks listed below on or in connection with the services covered in the pending applications listed below.

<u>Mark</u>	<u>Filing Date</u>	<u>Application No.</u>
ULTIMATE POKER CHAMPIONSHIP	April 4, 2011	85-285,651
ULTIMATE POKER PLAYER	April 4, 2011	85-285,638

WHEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, and its successors and assigns, all right, title and interest in and to the Marks and pending applications, together with the goodwill of the business symbolized by the Marks, the ongoing business activities associated with the Marks, and the right to bring action for past infringement of the Marks.

IN WITNESS WHEREOF, Assignor has caused this U.S. Trademark Assignment to be executed and delivered by its duly authorized officer, dated as of this February 10, 2012.

ZUFFA, LLC
a Nevada limited liability company

By: 

Name:

Ike Lawrence Epstein

Title:

Executive VP + GC