

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
Federated Heartland, Inc.		07/02/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	PNK Development 10, LLC		
Street Address:	8918 Spanish Ridge Avenue		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89148		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3291623	HEARTLAND POKER TOUR	
CORRESPONDENCE DATA			
Fax Number:	7023828135		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7023822101		
Email:	lvpto@bhfs.com		
Correspondent Name:	Erin E. Lewis		
Address Line 1:	100 N. City Parkway, Suite 1600		
Address Line 4:	Las Vegas, NEVADA 89106		
ATTORNEY DOCKET NUMBER:	21140.25		
NAME OF SUBMITTER:	Erin E. Lewis		
Signature:	/Erin E. Lewis/		
Date:	08/06/2012		
Total Attachments: 2 source=BHFSDOCS-#1704297-v1-Executed_FHI_Trademark_Assignment#page1.tif source=BHFSDOCS-#1704297-v1-Executed_FHI_Trademark_Assignment#page2.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made by Federated Heartland, Inc., a Delaware corporation ("Assignor"), to and for the benefit of PNK Development 10, LLC, a Delaware limited liability company ("Assignee").

RECITALS

R.1 Assignor is the sole and exclusive owner of the United States trademarks set forth on Schedule A (the "Marks") attached hereto and made part of this Assignment and the goodwill of the business connected with and symbolized thereby.

R.2 Assignor and Assignee are parties to that certain Asset Purchase Agreement (the "Purchase Agreement") dated as June 14, 2012, pursuant to which Assignor has agreed to, among other things, sell certain assets of the Assignor to the Assignee, including, the Marks.

R.3 The parties hereto desire by means of this Assignment to assign, convey and transfer all Assignor's right, title and interest in the Marks to Assignee.

NOW THEREFORE, in consideration of the foregoing Recitals, which are incorporated herein by reference and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, convey, and transfer unto said Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business connected with and symbolized by the Marks, and any renewals and extension of registrations that are or may be secured under the laws of the United States, and together with all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of the Marks or injury to their goodwill, and the right to sue for and recover the same in its, the Assignee's, own name.

IN WITNESS WHEREOF, this Assignment has been executed this 2nd day of July, 2012.

ASSIGNOR:

FEDERATED HEARTLAND, INC.

By: 

David Goldberg
Chief Executive Officer

Schedule A

Trademark & Logo	Registration No.	Registration Date	Goods/Services
HEARTLAND POKER TOUR	3291623	September 11, 2007	Class 41: Casino entertainment services; sponsoring and conducting poker games, tournaments and contests; organizing exhibitions for gaming tournaments; producing television programs featuring gaming tournaments