

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Wildhorse Saloon Entertainment Ventures, Inc.		12/31/2012	CORPORATION: TENNESSEE

**RECEIVING PARTY DATA**

<b>Name:</b>	Attractions IP, LLC
<b>Street Address:</b>	One Gaylord Drive
<b>City:</b>	Nashville
<b>State/Country:</b>	TENNESSEE
<b>Postal Code:</b>	37214
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	2247665	
Registration Number:	2045167	WILD HORSE SALOON
Registration Number:	2893651	WILDHORSE SALOON
Registration Number:	2125258	WILDHORSE SALOON
Registration Number:	2629625	WILDHORSE
Registration Number:	2893652	WILDHORSE SALOON
Registration Number:	2121249	WILDHORSE SALOON

**CORRESPONDENCE DATA**

Fax Number: 6152446804  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 6158508741  
 Email: rfelber@wallerlaw.com  
 Correspondent Name: Robert P. Felber, Jr.  
 Address Line 1: c/o Waller Lansden Dortch & Davis, LLP

OP \$190.00 2247665

Address Line 2: 511 Union Street, Suite 2700  
Address Line 4: Nashville, TENNESSEE 37219

ATTORNEY DOCKET NUMBER:	027802.27001
NAME OF SUBMITTER:	Robert P. Felber, Jr.
Signature:	/ROBERT P. FELBER, JR./
Date:	12/31/2012
Total Attachments: 2 source=WILDHORSE ASSIGNMENT#page1.tif source=WILDHORSE ASSIGNMENT#page2.tif	

**ASSIGNMENT OF TRADEMARKS, SERVICE MARKS,  
ACCOMPANYING REGISTRATIONS AND GOODWILL**

Effective as of December 31, 2012 (the "Effective Date"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Wildhorse Saloon Entertainment Ventures, Inc.**, a Tennessee corporation with offices at One Gaylord Drive, Nashville, Tennessee 37214 (the "Assignor"), does hereby sell, assign, transfer and set over to **Attractions IP, LLC**, a Delaware limited liability company with offices at One Gaylord Drive, Nashville, Tennessee 37214 (the "Assignee"), all of Assignor's rights, title and interest in and to the trademarks and service marks listed on Exhibit A attached hereto (the "Marks"), the applications and registrations therefor, any renewals or extensions of such registrations, and all rights therein and thereto (including common law rights) throughout the world, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks and the resulting right to recover damages and profits for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment and sale had not been made.

Assignor agrees to execute and deliver at the request of Assignee, any papers, instruments and assignments reasonably necessary to vest in Assignee all of Assignor's right, title and interest in and to the Marks and the applications and registrations therefor and/or to provide evidence to support such assignment in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.


IN WITNESS WHEREOF, the parties hereto have caused this assignment to be signed by an individual thereto duly authorized, all as of the Effective Date.

**ASSIGNOR:**

**ASSIGNEE:**

WILDHORSE SALOON  
ENTERTAINMENT VENTURES, INC.

ATTRACTIONS IP, LLC

By: 

By: 

Name: Carter R. Todd

Name: Carter R. Todd






Title: Senior Vice President, General  
Counsel & Secretary

Title: Secretary

EXHIBIT A

**ASSIGNMENT OF TRADEMARKS, SERVICE MARKS,  
ACCOMPANYING REGISTRATIONS AND GOODWILL**

The Marks

Trademark Name	Country	Application No. / Registration No.
	Tennessee	N/A
	USA	2247665
	USA	2045167
	USA	2893651
	USA	2125258
WILDHORSE	USA	2629625
WILDHORSE SALOON	USA	2893652
WILDHORSE SALOON	USA	2121249