

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Intellectual Property Security Interest

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
UBS AG, Stamford Branch		11/27/2013	CORPORATION: SWITZERLAND

RECEIVING PARTY DATA

Name:	New Tropicana Holdings, Inc.
Street Address:	8345 W. Sunset Road
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89113
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 51

Property Type	Number	Word Mark
Registration Number:	4020643	A WHOLE NEW ENERGY
Registration Number:	4020603	A WHOLE NEW ENERGY
Registration Number:	4020644	ARE YOU FEELIN' IT
Registration Number:	4020602	ARE YOU FEELIN' IT
Registration Number:	1601456	AZTAR
Registration Number:	3212147	BELLE OF BATON ROUGE
Registration Number:	1933104	BELLE OF BATON ROUGE
Registration Number:	4217290	CASINO AZTAR
Registration Number:	2820049	DIAMOND CLUB
Registration Number:	1950116	DIAMOND CLUB
Registration Number:	2340391	EVERY DAY'S A PARTY
Registration Number:	2879029	HORIZON
Registration Number:	4205967	LIVE THE ADVANTAGED LIFE
Registration Number:	3197619	MONTBLEU RESORT CASINO & SPA

OP \$1290.00 4020643

Registration Number:	3197614	MONTBLEU
Registration Number:	4145838	RIVER SIDE COOKERY
Registration Number:	4149332	RIVERSIDE COOKERY
Registration Number:	4220700	THE QUARTER AT TROPICANA
Registration Number:	2971227	THE QUARTER AT TROPICANA
Registration Number:	1270320	TROP
Registration Number:	3950761	TROP ADVANTAGE
Registration Number:	3950755	TROP ADVANTAGE
Registration Number:	4209541	TROP ADVANTAGE
Registration Number:	1572514	TROPICANA
Registration Number:	1530186	TROPICANA
Registration Number:	4146998	TROPICANA ENTERTAINMENT
Registration Number:	4146999	TROPICANA ENTERTAINMENT
Registration Number:	3706926	TROPICANA GETAWAYS
Registration Number:	2308620	WORLDS OF CASH
Serial Number:	85543634	PRYME THYME
Serial Number:	85539601	TROP ADVANTAGE
Serial Number:	85565185	TROP CASINO GREENVILLE
Serial Number:	85565278	TROP CASINO GREENVILLE
Serial Number:	85539782	TROPICANA ATLANTIC CITY
Serial Number:	85539752	TROPICANA ATLANTIC CITY
Serial Number:	85539649	TROPICANA ATLANTIC CITY
Serial Number:	85539830	TROPICANA ATLANTIC CITY
Serial Number:	85539870	TROPICANA ATLANTIC CITY
Serial Number:	85539936	TROPICANA ENTERTAINMENT
Serial Number:	85539917	TROPICANA ENTERTAINMENT
Serial Number:	85539894	TROPICANA ENTERTAINMENT
Serial Number:	85541541	TROPICANA ENTERTAINMENT
Serial Number:	85541548	TROPICANA ENTERTAINMENT
Serial Number:	86072415	TROPICANA EVANSVILLE
Serial Number:	86072384	TROPICANA EVANSVILLE
Serial Number:	85539980	TROPICANA LAUGHLIN
Serial Number:	85540981	TROPICANA LAUGHLIN
Serial Number:	85540262	TROPICANA LAUGHLIN
Serial Number:	85540017	TROPICANA LAUGHLIN

	85540264	TROPICANA REWARDS
Serial Number:	85540267	TROPICANA REWARDS

CORRESPONDENCE DATA

Fax Number:

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

Email: ipdocket@lw.com

Correspondent Name: Latham & Watkins LLP

Address Line 1: 650 Town Center Drive, Suite 2000

Address Line 4: Costa Mesa, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:	038263-0313
NAME OF SUBMITTER:	Rhonda DeLeon
Signature:	/Rhonda DeLeon/
Date:	11/27/2013

Total Attachments: 8

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RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

This RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST, dated November 27, 2013 (“Agreement”), is made and entered into among TROPICANA ENTERTAINMENT INC., a Delaware corporation, NEW TROPICANA HOLDINGS, INC., a Delaware corporation (each a “Loan Party” and collectively, the “Loan Parties”) and UBS AG, STAMFORD BRANCH, as collateral agent (in such capacity, the “Collateral Agent”).

WHEREAS, the Loan Parties entered into that Guarantee and Collateral Agreement dated March 16, 2012 (as amended, supplemented and/or otherwise modified from time to time, the “Collateral Agreement”) by and among the Loan Parties, the Collateral Agent, and certain other parties thereto.

WHEREAS, in order to secure payment of certain Secured Obligations (as defined in the Credit Agreement (as defined in the Collateral Agreement)), the Loan Parties entered into that Intellectual Property Security Agreement dated March 16, 2012 (the “IP Security Agreement”) wherein it assigned a continuing security interest in and to all of the Collateral (as defined in the Collateral Agreement) then owned or thereafter acquired, then existing or thereafter arising, including without limitation, the copyrights listed in **Schedule I** and the trademarks and trademark applications listed in **Schedule II** (collectively, the “Intellectual Property”).

WHEREAS, the Loan Parties' Secured Obligations have been paid in full, and the Collateral Agent wishes to terminate and release all security interests, pledges, assignments, mortgages and liens granted to it in the Intellectual Property under the IP Security Agreement.


NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein and other good and valuable consideration, receipt of which is hereby acknowledged, the Loan Parties and Collateral Agent agree as follows:

1. **Release.** The Collateral Agent hereby discharges, terminates and releases all security interests, pledges, assignments, mortgages and liens granted to it (collectively, “Security Interests”) in the Intellectual Property, and all goodwill associated therewith, under the IP Security Agreement and agrees that all of the Security Interests in the Intellectual Property are hereby discharged, terminated and released and hereby transfers and assigns to the Loan Parties any and all right, title and interest that the Collateral Agent may have obtained in, to and under the Intellectual Property under the IP Security Agreement and the Collateral Agreement.

2. **Perfection.** Each of the Loan Parties and the Collateral Agent hereby authorize the United States Copyright Office and the Director of the United States Patent and Trademark Office to record this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first set forth above.

TROPICANA ENTERTAINMENT INC.,
as Loan Party,

By:  _____


Name: Lance J. Millage

Title: Executive Vice President, Chief Financial Officer
and Treasurer

[Signature Page to Release of Intellectual Property Security Interest]

TRADEMARK
REEL: 005162 FRAME: 0633

**NEW TROPICANA HOLDINGS, INC., as
Loan Party**

By: 
Name: Lance J. Millage
Title: Executive Vice President,
Chief Financial Officer, and Treasurer

[Signature Page to Release of Intellectual Property Security Interest]

**TRADEMARK
REEL: 005162 FRAME: 0634**

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first set forth above.

**UBS AG, Stamford Branch,
as Agent**

By: Lana Gifas
Name: Lana Gifas
Title: Director

By: Jennifer Anderson
Name: Jennifer Anderson
Title: Associate Director

SCHEDULE I - COPYRIGHTS

Registrations

Registrant: New Tropicana Holdings, Inc.

Title	Registration No.	Registration Date
Tropicana/words and music by Leon Berezow	PA0000110827	5/21/1981
Poker rating software	TX0005148975	3/30/2000
Poker rating software	TXu000855166	12/30/1998
On the wings of eagles	VA989050	6/22/1999

Registrant: Tropicana Entertainment, Inc.

Title	Registration No.	Registration Date
Tropicana River Palms Website	VA 1-839-540	9/27/2012
Tropicana River Palms Website	VA 1-858-221	1/28/2013
Tropicana Atlantic City Website	VA 1-839-537	9/27/2012
Tropicana Greenville Website	VA 1-839-542	9/27/2012
Tropicana Greenville Website	VA 1-872-577	6/18/2013
Tropicana Advantage Website	VA 1-839-545	9/27/2012
Tropicana Casino Aztar Website	VA 1-839-543	9/27/2012
Tropicana Casino Aztar Website	VA 1-872-579	6/18/2013
Tropicana Laughlin Website	VA 1-839-538	9/27/2012
Tropicana Aruba Website	VA 1-839-539	9/27/2012
Tropicana Mont Bleu Website	VA 1-839-547	9/27/2012
Tropicana Belle of Baton Rouge Website	VA 1-839-546	9/27/2012
Tropicana Belle of Baton Rouge Website	VA 1-872-578	6/18/2013
Tropicana Entertainment Website	VA 1-839-544	9/27/2012
Tropicana Entertainment Website	VA 1-875-927	6/18/2013

SCHEDULE II - TRADEMARKS

Federal Registrations

Registrant: New Tropicana Holdings, Inc.

Mark	Registration No.	Registration Date
A WHOLE NEW ENERGY	4,020,643	8/30/2011
A WHOLE NEW ENERGY	4,020,603	8/30/2011
ARE YOU FEELIN' IT	4,020,644	8/30/2011
ARE YOU FEELIN' IT	4,020,602	8/30/2011
AZTAR	1,601,456	6/12/1990
BELLE OF BATON ROUGE	3,212,147	2/27/2007
BELLE OF BATON ROUGE	1,933,104	11/07/1995
CASINO AZTAR	4,217,290	10/02/2012
DIAMOND CLUB	2,820,049	3/02/2004
DIAMOND CLUB (Stylized)	1,950,116	1/23/1996
EVERY DAY'S A PARTY (Stylized)	2,340,391	4/11/2000
HORIZON	2,879,029	8/31/2004
LIVE THE ADVANTAGED LIFE	4,205,967	9/11/2012
MONTBLEU RESORT CASINO & SPA (and design)	3,197,619	1/09/2007
MONTBLEU	3,197,614	1/09/2007
RIVER SIDE COOKERY (and Design)	4,145,838	5/22/2012
RIVERSIDE COOKERY	4,149,332	5/29/2012
THE QUARTER AT TROPICANA	4,220,700	10/09/2012
THE QUARTER AT TROPICANA	2,971,227	7/19/2005
TROP	1,270,320	3/13/1984
TROP ADVANTAGE	3,950,761	4/26/2011
TROP ADVANTAGE	3,950,755	4/26/2011
TROP ADVANTAGE (and design)	4,209,541	9/18/2012
TROPICANA	1,572,514	12/19/1989

TROPICANA	1,530,186	3/14/1989
TROPICANA ENTERTAINMENT (and Design)	4,146,998	5/22/2012
TROPICANA ENTERTAINMENT (and Design)	4,146,999	5/22/2012
TROPICANA GETAWAYS	3,706,926	11/03/2009
WORLDS OF CASH	2,308,620	1/18/2000

B. Federal Applications

Applicant: New Tropicana Holdings, Inc.

Mark	Application No.	Filing Date
PRYME THYME	85/543634	2/15/2012
TROP ADVANTAGE	85/539601	2/10/2012
TROP CASINO GREENVILLE	85/565185	3/9/2012
TROP CASINO GREENVILLE (and design)	85/565278	3/9/2012
TROPICANA ATLANTIC CITY	85/539782	2/10/2012
TROPICANA ATLANTIC CITY	85/539752	2/10/2012
TROPICANA ATLANTIC CITY	85/539649	2/10/2012
TROPICANA ATLANTIC CITY (and design)	85/539830	2/10/2012
TROPICANA ATLANTIC CITY (and design)	85/539870	2/10/2012
TROPICANA ENTERTAINMENT	85/539936	2/10/2012
TROPICANA ENTERTAINMENT	85/539917	2/10/2012
TROPICANA ENTERTAINMENT	85/539894	2/10/2012
TROPICANA ENTERTAINMENT (and design)	85/541541	2/13/2012
TROPICANA ENTERTAINMENT (and design)	85/541548	2/13/2012
TROPICANA EVANSVILLE	86/072415	9/23/2013
TROPICANA EVANSVILLE (and design)	86/072384	9/23/2013
TROPICANA LAUGHLIN	85/539980	2/10/2012
TROPICANA LAUGHLIN	85/540981	2/13/2012
TROPICANA LAUGHLIN (and design)	85/540262	2/11/2012
TROPICANA LAUGHLIN (and design)	85/540017	2/10/2012
TROPICANA REWARDS	85/540264	2/11/2012

TROPICANA REWARDS	85/540267	2/11/2012
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C. Foreign Registrations

Registrant: New Tropicana Holdings, Inc.

Mark	Country	Registration No.	Registration Date
TROP CLUB & CASINO	Aruba	28999	12/1/2010
TROPICANA ARUBA RESORT & CASINO	Aruba	28998	12/1/2010

D. State Registrations

Registrant: New Tropicana Holdings, Inc.

Mark	State	Registration No.	Registration Date.
AZTAR	Nevada	SM00220961	9/07/1989
CASINO AZTAR	Indiana	5010-3915	7/23/1996
CASINO AZTAR	Missouri	S13632	6/06/1996
BELLE OF BATON ROUGE	Louisiana	60-6795	6/04/2009
BELLE OF BATON ROUGE	Louisiana	60-6796	6/04/2009
BELLE OF BATON ROUGE	Louisiana	60-6797	6/04/2009
BELLE OF BATON ROUGE CASINO	Louisiana	60-6800	6/04/2009
BELLE OF BATON ROUGE CASINO	Louisiana	60-6799	6/04/2009
BELLE OF BATON ROUGE CASINO	Louisiana	60-6798	6/04/2009
BELLE OF BATON ROUGE CASINO AND HOTEL	Louisiana	62-3970	6/17/2010
LIVE THE ADVANTAGED LIFE	Nevada	E0440832010-7	9/03/2010
PASSAGGIO ITALIAN GARDENS	Nevada	E0333512010-9	6/29/2010
RIVER PALMS RESORT CASINO	Nevada	SM00310152	7/30/1998
RIVER PALMS RESORT CASINO	Nevada	SM00310153	7/30/1998
RIVER SIDE COOKERY (and design)	Indiana	2011-0439	9/14/2011
RIVERSIDE COOKERY	Indiana	2011-0440	9/14/2011
RIVERVIEW COFFEE COMPANY	Indiana	2010-0185	4/28/2010
THE BUTLER'S PANTRY	Louisiana	64-3755	3/27/2013