

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

03/05/2014
 900282171

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tamames Las Vegas Properties, LLC		08/08/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Plaza IP Holdings LLC (USA)		
Street Address:	575 Madison Avenue, 22nd Floor		
Internal Address:	c/o El Ad US Holding, Inc.		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	CORPORATION: DELAWARE <i>Limited Liability Company</i>		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77199243	PLAZA HOTEL AND CASINO	
Serial Number:	77195195	PLAZA LAS VEGAS	
CORRESPONDENCE DATA			
Fax Number:	2128055571		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2128012256		
Email:	schlossd@gtlaw.com		
Correspondent Name:	Daniel I. Schloss, Greenberg Traurig, LLP		
Address Line 1:	200 Park Avenue, 34th Floor		
Address Line 4:	New York, NEW YORK 10166		
ATTORNEY DOCKET NUMBER:	0470455.014100		
NAME OF SUBMITTER:	Daniel I. Schloss		

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Signature:	/Daniel I. Schloss/
Date:	03/05/2014
Total Attachments: 2 source=Tamares-Plaza IP Assignment#page1.tif source=Tamares-Plaza IP Assignment#page2.tif	

ASSIGNMENT OF MARKS

WHEREAS, Tamares Las Vegas Properties, LLC, a Delaware limited liability company (the "Assignor"), is the owner of all right, title, and interest in and to United States Service Mark Application Numbers 77/199,243 and 77/195,195 for, respectively, the marks PLAZA HOTEL AND CASINO and PLAZA LAS VEGAS, each for "casinos" and the goodwill of the business symbolized thereby (collectively hereinafter the "Marks"); and

WHEREAS, Plaza IP Holdings LLC (USA), a Delaware limited liability company ("Assignee"), has acquired all of Assignor's right, title and interest in and to the Marks, including without limitation the goodwill of the business symbolized by the Marks, and Assignor has agreed to assign the Marks to Assignee;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, sells, and transfers to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the right to sue and recover damages and profits for all past, present, and future third-party infringements, if any.

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed by its officer thereunto duly authorized as of this 6th day of August, 2013.

TAMARES LAS VEGAS PROPERTIES, LLC

By: [Signature]
Name: Tim Greenberg
Title: Authorized Signer
Date of Signature: 8/6, 2013

PLAZA IP HOLDINGS LLC (USA)

By: _____
Name: _____
Title: _____
Date of Signature: _____, 2013

NOTARIAL ACKNOWLEDGEMENT

STATE OF New York)
COUNTY OF New York) ss.:

On this 6th day of August, 2013 before me personally appeared Ivy Greenberg, to me known, who, being by me duly sworn, did depose and say that (s)he is the Authorized Signer of TAMARES LAS VEGAS PROPERTIES, LLC, the Assignor described in and which executed the foregoing instrument; and that (s)he signed his/her name thereto pursuant to the authorization of said Assignor.


Notary Public

STAMP AND SEAL

MICHAEL EDWARD BRAUNSTEIN
Notary Public State of New York
Qualified in New York County
Lic# 02BR6244704
Comm Ex: July 11, 2015

NY 243203403v3

RECORDED: 03/05/2014

TRADEMARK
REEL: 005233 FRAME: 0602