

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM301321

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Casino One Corporation		04/11/2014	CORPORATION: MISSISSIPPI
RECEIVING PARTY DATA			
Name:	New Tropicana Holdings, Inc.		
Street Address:	8345 West Sunset Road		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89113		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	3617680	LUMIERE PLACE	
Registration Number:	3617682	LUMIERE PLACE	
Registration Number:	3628952	LUMIERE PLACE	
Registration Number:	3694290	LUMIERE PLACE	
Registration Number:	3757123	SHOP LUMIÈRE PLACE	
Registration Number:	3982201	LUMIERE PLACE	
Registration Number:	4053948	LUMIERE PLACE	
Registration Number:	4422519	THE PULSE OF ST. LOUIS	
Registration Number:	4422518	THE PULSE OF ST. LOUIS.	
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:	jobermeyer@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:	13982		
NAME OF SUBMITTER:	Erin E. Lewis		

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SIGNATURE:	/Erin E. Lewis/
DATE SIGNED:	04/14/2014
Total Attachments: 2 source=Trademark Assignment - Casino One to New Tropicana#page1.tif source=Trademark Assignment - Casino One to New Tropicana#page2.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") is made by and between Casino One Corporation, a Mississippi corporation ("Assignor"), and New Tropicana Holdings, Inc. a Delaware corporation ("Assignee").

WHEREAS, Assignor has adopted, owns and is using, or has an ongoing intent to use, the trademarks listed on Exhibit A hereto ("Marks") on or in connection with the goods and services covered in the corresponding trademark registrations listed on Exhibit A ("Registrations"); and

WHEREAS, Assignor desires to acquire the Marks and the Registrations.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and set over to Assignee, and its successors and assigns, Assignor's entire right, title and interest in and to the Marks and Registrations, together with the goodwill of the business connected with and symbolized by the Marks, the ongoing business activities associated with the Marks, and any renewals and extensions of the Registrations that are or may be secured, and together with any right to sue for past claims, including infringement and dilution, in, under and to the Marks and Registrations.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed and delivered by its duly authorized officer this ___ day of April, 2014.

CASINO ONE CORPORATION

By: _____ 

Name: Lance J. Millage

Title: CFO

EXHIBIT A

<u>Mark</u>	<u>Reg. No./Ser. No.</u>	<u>Reg. Date/Filing Date</u>
LUMIERE PLACE	3,617,680	May 5, 2009
LUMIERE PLACE	3,617,682	May 5, 2009
LUMIERE PLACE	3,628,952	May 26, 2009
LUMIERE PLACE	3,694,290	October 6, 2009
SHOP LUMIERE PLACE	3,757,123	March 9, 2010
LUMIERE PLACE	3,982,201	June 21, 2011
LUMIERE PLACE	4,053,948	November 8, 2011
THE PULSE OF ST. LOUIS	4,422,519	October 22, 2013
THE PULSE OF ST. LOUIS (and Design)	4,422,518	October 22, 2013

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