CH \$40.00 4354

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM301727

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:	as Vegas	
State/Country:	NEVADA	
Postal Code:	89113	
Entity Type:	CORPORATION: DELAWARE	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	4354327	LUMIERE PLACE

CORRESPONDENCE DATA

Fax Number: 7023828135

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

US Mail.

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:	13982-0000
NAME OF SUBMITTER:	Erin E. Lewis
SIGNATURE:	/Erin E. Lewis/
DATE SIGNED:	04/16/2014

Total Attachments: 4

source=Assignment - Casino One Corp to New Tropicana - LUMIERE PLACE Class 16#page1.tif source=Assignment - Casino One Corp to New Tropicana - LUMIERE PLACE Class 16#page2.tif source=Assignment - Casino One Corp to New Tropicana - LUMIERE PLACE Class 16#page3.tif source=Assignment - Casino One Corp to New Tropicana - LUMIERE PLACE Class 16#page4.tif

TRADEMARK REEL: 005262 FRAME: 0302

AMENDMENT TO TRADEMARK ASSIGNMENT

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

WHEREAS, Assignor and Assignee are parties to that certain Trademark Assignment, dated April 11, 2014 ("Assignment"); and

WHEREAS, Assignor and Assignee now desire to amend Exhibit A to the Assignment to add a trademark registration that was inadvertently omitted from the Exhibit;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

- 1. Exhibit A to the Assignment is hereby replaced in its entirety with Exhibit A to this Amendment, which is attached hereto and incorporated herein by reference.
- 2. <u>Force and Effect</u>. Except as set forth in this Amendment, the terms and conditions of the Assignment shall remain unchanged and in full force and effect.

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

CASINO ONE CORPORATION

Ву:		178	-	
Name: <u>L</u>	ance J	. Millage		
Title: Ch	ief Fir	nancial O	fficer	

013982\0002\11167695.1

EXHIBIT A

Mark	Reg. No./Ser. No.	Reg. Date/Filing Date
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
LUMIERE PLACE	4,354,327	June 18, 2013

013982\0002\11167695.1

TRADEMARK REEL: 005262 FRAME: 0304

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

Ву:	///	4	
Name:_	Lance J.	Millage	
Title:	CFO		

013982\0002\11160949.1

EXHIBIT A

Mark	Reg. No./Ser, No.	Reg. Date/Filing Date
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

013982\0002\11160949.1

TRADEMARK REEL: 005262 FRAME: 0306

RECORDED: 04/16/2014