

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312139

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Boomtown, LLC		07/24/2014	LIMITED LIABILITY COMPANY: SOUTH CAROLINA
RECEIVING PARTY DATA			
Name:	BoomTown ROI, LLC		
Street Address:	635 Rutledge Avenue		
Internal Address:	Suite 105		
City:	Charleston		
State/Country:	SOUTH CAROLINA		
Postal Code:	29403		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4548001	SMART-DRIP	
Registration Number:	3844048	BOOMTOWN	
CORRESPONDENCE DATA			
Fax Number:	4043659532		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	404-233-7000		
Email:	MMMIPDocket@system.foundationip.com		
Correspondent Name:	Daniel E. Sineway		
Address Line 1:	3343 Peachtree Rd, N.E.		
Address Line 4:	Atlanta, GEORGIA 30326		
NAME OF SUBMITTER:	Daniel E. Sineway		
SIGNATURE:	/Daniel E. Sineway/		
DATE SIGNED:	07/29/2014		
Total Attachments: 3			
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TRADEMARK

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment Agreement"), is made effective as of the 24th day of July, 2014 (the "Effective Date"), by and between BoomTown ROI, LLC, a Delaware limited liability company ("ROI") and Boomtown, LLC, a South Carolina limited liability company ("Boomtown").

WHEREAS, in connection with the merger of Boomtown with and into ROI, as contemplated by and pursuant to that certain Agreement and Plan of Merger dated July 24, 2014, by and between ROI and Boomtown (the "Merger Agreement"), all intellectual property owned by Boomtown is to be transferred, by operation of law, to ROI, specifically all trademarks, service marks and trade names, including those identified in Schedule A attached herein (the "Assigned Marks");

WHEREAS, the parties accordingly wish to execute this recordable instrument, assigning all of Boomtown's right, title and interest in and to the Assigned Marks to ROI; and

NOW, THEREFORE, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ROI and Boomtown agree as follows:

1. Boomtown hereby sells, assigns, transfers, and sets over to ROI, and its lawful successors and assigns, Boomtown's entire right, title, and interest in and to (a) the Assigned Marks, (b) all goodwill symbolized by and associated with Boomtown's business conducted under such Assigned Marks, (c) all registrations and applications (including intent-to-use applications) for the Assigned Marks together with the portion of Boomtown's business to which the Assigned Marks apply, which business is ongoing and existing, (d) all income, royalties, damages and payments in respect of the Assigned Marks which become due or payable prior to or following the Effective Date, and (e) all rights to sue and recover for any past, present or future infringements, dilution, damage, profits or injury (and including the right to take over and continue any and all existing suits) to the Assigned Marks.
2. Boomtown hereby agrees, without further consideration, to execute all papers and to perform such other proper acts as ROI or its successors or assigns may deem reasonably necessary to secure for ROI or to its successors or assigns, or to evidence the rights, hereby transferred.
3. This Trademark Assignment Agreement shall be construed and enforced pursuant to the laws of the State of Delaware.
4. This Trademark Assignment Agreement may be executed in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

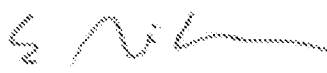
[Signature Page Follows]

IN WITNESS WHEREOF, each party hereto has caused this Trademark Assignment Agreement to be executed by a duly authorized officer as of the date first set forth above.

BOOMTOWN ROI, LLC, a Delaware
limited liability company

By: 
Name: E. Grier Allen
Title: Chief Executive Officer

BOOMTOWN, LLC, a South Carolina
limited liability company

By: 
Name: E. Grier Allen
Title: Chief Executive Officer

SCHEDULE A

Assigned Marks

Mark	Country	Serial / Reg. No.	Date Filed / Date Registered
SMART-DRIP	US	85/440,459 4,548,001	10/06/2011 06/10/2014
BOOMTOWN	US	77/829,617 3,844,048	09/18/2009 09/07/2010