

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312464

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HERSCHEND FAMILY ENTERTAINMENT CORPORATION		07/29/2014	CORPORATION: MISSOURI

RECEIVING PARTY DATA

Name:	SILVER DOLLAR CITY, LLC
Street Address:	2800 WEST HIGHWAY 76
City:	BRANSON
State/Country:	MISSOURI
Postal Code:	65616
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Registration Number:	2740523	AN OLD TIME CHRISTMAS
Registration Number:	1325072	ECHO HOLLOW
Registration Number:	2178507	GEYSER GULCH
Registration Number:	2242882	KIDS-U-CATION
Registration Number:	2242881	LITTLE SQUIRTS WATER WORKS
Registration Number:	2681179	
Registration Number:	4539259	OUTLAW RUN
Registration Number:	4393615	OUTLAW RUN
Registration Number:	2990593	POWDER KEG
Registration Number:	2561178	SHOWBOAT BRANSON BELLE
Registration Number:	1037086	SILVER DOLLAR CITY
Registration Number:	1004561	SILVER DOLLAR CITY
Registration Number:	1047416	SILVER DOLLAR CITY
Registration Number:	1066465	SILVER DOLLAR CITY
Registration Number:	2213013	SPLASH HARBOR
Registration Number:	1331300	WHITE WATER
Registration Number:	2459884	WILDFIRE

CORRESPONDENCE DATA

TRADEMARK

900296835

REEL: 005333 FRAME: 0704

OP \$440.00 2740523

Fax Number: 7704413266

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.

Phone: 6789931941

Email: SJACKSON@HFECORP.COM

Correspondent Name: STEPHEN L EARNEST

Address Line 1: 5445 TRIANGLE PARKWAY, STE. 200

Address Line 4: NORCROSS, GEORGIA 30092

NAME OF SUBMITTER:	STEPHEN L EARNEST
---------------------------	-------------------

SIGNATURE:	/STEPHEN L EARNEST/
-------------------	---------------------

DATE SIGNED:	07/31/2014
---------------------	------------

Total Attachments: 4

source=SDC_Trademark_Assignment_06 04 14 (Execution Copy)#page1.tif

source=SDC_Trademark_Assignment_06 04 14 (Execution Copy)#page2.tif

source=SDC_Trademark_Assignment_06 04 14 (Execution Copy)#page3.tif

source=SDC_Trademark_Assignment_06 04 14 (Execution Copy)#page4.tif

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Assignment") is entered into this 29th day of July, 2014 by and between HERSCHEMEND FAMILY ENTERTAINMENT CORPORATION, a Missouri corporation (the "Assignor"), and SILVER DOLLAR CITY, LLC, a Missouri limited liability company (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the corresponding registrations set forth on **Exhibit A** (collectively, the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks;

WHEREAS, Assignee is a wholly owned subsidiary of Assignor; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby assigns, transfers and conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations set forth on **Exhibit A** to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

This Trademark Assignment Agreement may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

[Signature Pages Follow]

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the dates that appear below.

ASSIGNOR

HERSCHEND FAMILY ENTERTAINMENT CORPORATION

By: Stephen L. Earnest
Stephen L. Earnest, Secretary

Date: July 29, 2014

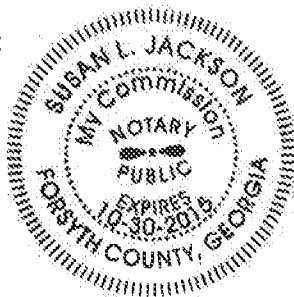
STATE OF GEORGIA)
) SS:
COUNTY OF GWINNETT)

On this 29th day of July 2014, before me personally appeared Stephen L. Earnest, known by me to be the person of the above name and an officer of Herschend Family Entertainment Corporation, duly authorized to execute this Assignment on behalf of Herschend Family Entertainment Corporation.

Given under my hand and seal of office this 29th day of July, 2014.

Susan L. Jackson
Notary Public

My commission expires:
October 30, 2015



ASSIGNEE

SILVER DOLLAR CITY, LLC

By: Stephen L. Earnest
Stephen L. Earnest, Secretary

Date: July 29, 2014

STATE OF GEORGIA)
) SS:
COUNTY OF GWINNETT)

On this 29th day of July 2014, before me personally appeared Stephen L. Earnest, known by me to be the person of the above name and an officer of Silver Dollar City, LLC, duly authorized to execute this Assignment on behalf of Silver Dollar City, LLC.

Given under my hand and seal of office this 29th day of July, 2014.

Susan L. Jackson
Notary Public

My commission expires:

October 30, 2015

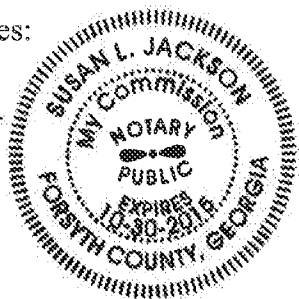


EXHIBIT A

"Trademarks"

1. U.S. Trademark Registration No. 2,740,523 for the mark AN OLD TIME CHRISTIMAS, IC 041.
2. U.S. Trademark Registration No. 1,325,072 for the mark ECHO HOLLOW, IC 041.
3. U.S. Trademark Registration No. 2,178,507 for the mark GEYSER GULCH, IC 041.
4. U.S. Trademark Registration No. 2,242,882 for the mark KIDS-U-CATION, IC 041.
5. U.S. Trademark Registration No. 2,242,881 for the mark LITTLE SQUIRTS WATER WORKS, IC 041.
6. U.S. Trademark Registration No. 2,681,179 for the mark [LOG & AXE DESIGN], IC 041.
7. U.S. Trademark Registration No. 4,539,259 for the mark OUTLAW RUN, IC 041.
8. U.S. Trademark Registration No. 4,393,615 for the mark OUTLAW RUN, IC 041.
9. U.S. Trademark Registration No. 2,990,593 for the mark POWDER KEG, IC 041.
10. U.S. Trademark Registration No. 2,561,178 for the mark SHOWBOAT BRANSON BELLE, IC 041.
11. U.S. Trademark Registration No. 1,037,086 for the mark SILVER DOLLAR CITY, IC 006, 007, 020, 021 and 025.
12. U.S. Trademark Registration No. 1,004,561 for the mark SILVER DOLLAR CITY, IC 029.
13. U.S. Trademark Registration No. 1,047,416 for the mark SILVER DOLLAR CITY, IC 035, 039, 041 and 042.
14. U.S. Trademark Registration No. 1,066,465 for the mark SILVER DOLLAR CITY, IC 003, 013, 014, 016, 018, 020, 021, 024 and 028.
15. U.S. Trademark Registration No. 2,213,013 for the mark SPLASH HARBOR, IC 041.
16. U.S. Trademark Registration No. 1,331,300 for the mark WHITE WATER, IC 041.
17. U.S. Trademark Registration No. 2,459,884 for the mark WILDFIRE, IC 041.