

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM353847

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	amend list of joint venture members		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Dollywood Company		09/02/2015	JOINT VENTURE: TENNESSEE
RECEIVING PARTY DATA			
Name:	The Dollywood Company		
Street Address:	2700 Dollywood Parks Boulevard		
City:	Pigeon Forge		
State/Country:	TENNESSEE		
Postal Code:	37863		
Entity Type:	JOINT VENTURE: TENNESSEE		
Composed Of:	<ul style="list-style-type: none"> • DW Holding Company, LLC, MISSOURI, LIMITED LIABILITY COMPANY • Dolly Parton Productions, Inc., CALIFORNIA, CORPORATION 		
PROPERTY NUMBERS Total: 54			
Property Type	Number	Word Mark	
Registration Number:	4626135	FIRE CHASER EXPRESS	
Serial Number:	86040150	DOLLYWOOD'S DREAMMORE RESORT	
Registration Number:	4625945	FIRECHASER EXPRESS	
Registration Number:	4397840	RIVERRUSH	
Registration Number:	4424196	EASY2PLAY	
Registration Number:	4404422	RIVERRUSH	
Registration Number:	4169359	WILD EAGLE	
Registration Number:	4279057	WILD EAGLE	
Registration Number:	4279056	WILD EAGLE	
Registration Number:	4279055	WILD EAGLE	
Registration Number:	4279054	WILD EAGLE	
Registration Number:	4279049	WILD EAGLE	
Registration Number:	4246099	WILD EAGLE	
Registration Number:	4323252	SUNNY MONEY	
Registration Number:	4242099	WILD EAGLE	
Registration Number:	4242098	WILD EAGLE	

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Property Type	Number	Word Mark
Registration Number:	4242097	WILD EAGLE
Registration Number:	4285372	WILD EAGLE
Registration Number:	4237686	SKYZIP
Registration Number:	4245352	DOLLYWOOD
Registration Number:	4245347	WILD EAGLE
Registration Number:	4297476	MYSTERY MINE
Registration Number:	4183439	
Registration Number:	4179278	BIG SKILLET
Registration Number:	4179275	BIG SKILLET
Registration Number:	4169360	WILD EAGLE
Registration Number:	3304746	MYSTERY MINE
Registration Number:	3331266	FIRE TOWER FALLS
Registration Number:	3133985	BEAR MOUNTAIN FIRE TOWER
Registration Number:	2979559	BIG BEAR PLUNGE
Registration Number:	2883327	THUNDERHEAD
Registration Number:	4176100	SKYZIP
Registration Number:	4045776	CAMP TEACHITTOOMEE
Registration Number:	3615986	RIVER BATTLE
Registration Number:	4139374	DOLLYWOOD
Registration Number:	4135789	DOLLYWOOD
Registration Number:	4038867	ADVENTURE MOUNTAIN
Registration Number:	4029128	ADVENTURE MOUNTAIN
Registration Number:	4150418	CAMP TEACHITTOOME
Registration Number:	3638003	Q2Q
Registration Number:	3675244	Q2Q
Registration Number:	2904563	MOUNTAIN TWIST
Registration Number:	2892702	DOGGYWOOD
Registration Number:	2738643	CHASING RAINBOWS
Registration Number:	2517434	DOLLYWOOD.COM
Registration Number:	2787026	SPLASH & PLAY
Registration Number:	2181324	DOGGYWOOD
Registration Number:	1945275	HEARTSONG
Registration Number:	1440646	DOLLYWOOD
Registration Number:	1427880	DOLLYWOOD
Registration Number:	1440645	DOLLYWOOD
Registration Number:	1430622	DOLLYWOOD
Registration Number:	1422018	DOLLYWOOD
Registration Number:	1420192	DOLLYWOOD

CORRESPONDENCE DATA**Fax Number:** 4048927056

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: (404) 885-6743**Email:** tmatlanta@seyfarth.com**Correspondent Name:** Joseph V. Myers III**Address Line 1:** 1075 Peachtree Street NE**Address Line 2:** Suite 2500**Address Line 4:** Atlanta, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	60684.3011 - NEW JV MEMBE
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NAME OF SUBMITTER:	F. Richard Rimer, Jr.
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SIGNATURE:	/frr/
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DATE SIGNED:	09/03/2015
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Total Attachments: 3

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In the United States Patent and Trademark Office

Registrant: The Dollywood Company

Marks: See attached Schedule A

DECLARATION

The undersigned hereby states as follows:

1. The Dollywood Company, a Tennessee joint venture (the "Registrant") is the owner of the registrations and application set forth on Schedule A (the "Existing Records").
2. The Existing Records list the Registrant as a Tennessee joint venture whose joint venture parties are Herschend Family Entertainment Corporation, a Missouri corporation ("HFEC"), and Dolly Parton Productions, Inc., a California corporation.
3. HFEC has assigned assets, including its entire interest in The Dollywood Company joint venture, to DW Holding Company, LLC, a Missouri limited liability company ("DWHC").
4. The joint venture agreement of Registrant provides for continuation of the Registrant in the event of changes in the joint venture parties such as this assignment.
5. The purpose of this statement is to request, pursuant to Trademark Manual of Examining Procedure §503.06(c), that the Existing Records be changed to reflect the current joint venture parties of Registrant, namely, DW Holding Company, LLC, a Missouri limited liability company, and Dolly Parton Productions, Inc., a California corporation.

The undersigned being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of this document, the application or any resulting registration, declares that all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.


Name: Jane Cooper

Title: President of DWHC,
its Managing Joint Venturer

Date: 9-2-15

Schedule A

“Existing Records”

Mark	Serial Number	Reg. Number
FIRE CHASER EXPRESS	86079856	4626135
DOLLYWOOD'S DREAMMORE RESORT	86040150	
FIRECHASER EXPRESS	86026227	4625945
RIVERRUSH	85789392	4397840
EASY2PLAY	85725500	4424196
RIVERRUSH	85655969	4404422
WILD EAGLE	85417707	4169359
WILD EAGLE	85637202	4279057
WILD EAGLE	85637190	4279056
WILD EAGLE	85637169	4279055
WILD EAGLE	85637134	4279054
WILD EAGLE	85637020	4279049
WILD EAGLE	85635740	4246099
SUNNY MONEY	85629772	4323252
WILD EAGLE	85629027	4242099
WILD EAGLE	85628998	4242098
WILD EAGLE	85628941	4242097
WILD EAGLE	85618204	4285372
SKYZIP	85601582	4237686
DOLLYWOOD	85583604	4245352
WILD EAGLE	85583497	4245347
MYSTERY MINE	85580709	4297476
	85536710	4183439
BIG SKILLET	85486238	4179278
BIG SKILLET	85486181	4179275
WILD EAGLE	85417901	4169360
MYSTERY MINE	78928509	3304746
FIRE TOWER FALLS	78673761	3331266
BEAR MOUNTAIN FIRE TOWER	78462071	3133985
BIG BEAR PLUNGE	78329322	2979559
THUNDERHEAD	78260102	2883327
SKYZIP	77983169	4176100
CAMP TEACHITTOOMEE	77623702	4045776
RIVER BATTLE	77592859	3615986
DOLLYWOOD	77579845	4139374

DOLLYWOOD	77579774	4135789
ADVENTURE MOUNTAIN	77567983	4038867
ADVENTURE MOUNTAIN	77556561	4029128
CAMP TEACHITTOOME	77556529	4150418
Q2Q	77516112	3638003
Q2Q	77515934	3675244
MOUNTAIN TWIST	76561818	2904563
DOGGYWOOD	76507948	2892702
CHASING RAINBOWS	76358219	2738643
DOLLYWOOD.COM	76267359	2517434
SPLASH & PLAY	76262758	2787026
DOGGYWOOD	75195644	2181324
HEARTSONG	74572609	1945275
DOLLYWOOD	73607233	1440646
DOLLYWOOD	73607127	1427880
DOLLYWOOD	73606988	1440645
DOLLYWOOD	73606986	1430622
DOLLYWOOD	73598531	1422018
DOLLYWOOD	73598352	1420192