

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM357706

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
DB Acquisition, Inc.		10/06/2015	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DB Nevada Holdings, Inc.		
<b>Street Address:</b>	175 Sully's Trail, 3rd Floor		
<b>City:</b>	Pittsford		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14534		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 22</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0856580	NIFTY NICKEL	
<b>Registration Number:</b>	2348185	NIFTY NICKEL	
<b>Registration Number:</b>	2410129	BEST OF LAS VEGAS	
<b>Registration Number:</b>	2410130	BEST OF LAS VEGAS	
<b>Registration Number:</b>	2410131	THE BEST OF LAS VEGAS	
<b>Registration Number:</b>	2467832	NEON	
<b>Registration Number:</b>	2519098	THE BEST OF LAS VEGAS	
<b>Registration Number:</b>	2555887	LAS VEGAS REVIEW-JOURNAL	
<b>Registration Number:</b>	2569317	LAS VEGAS REVIEW-JOURNAL	
<b>Registration Number:</b>	2572556	BEST OF LAS VEGAS	
<b>Registration Number:</b>	2578316	NEON	
<b>Registration Number:</b>	2580998	LASVEGAS REVIEW-JOURNAL	
<b>Registration Number:</b>	2590573	LAS VEGAS REVIEW-JOURNAL	
<b>Registration Number:</b>	2713399	CERCA DISCOVERING THE NATURAL BEAUTY NEA	
<b>Registration Number:</b>	2818901	CERCA DISCOVERING THE NATURAL BEAUTY NEA	
<b>Registration Number:</b>	2829167	LASVEGAS.COM	
<b>Registration Number:</b>	2865777	GAMINGWIRE	
<b>Registration Number:</b>	3336458	REBEL NATION	
<b>Registration Number:</b>	3429094	LUXURY LAS VEGAS	

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Property Type	Number	Word Mark
Registration Number:	3429095	LUXURY LAS VEGAS
Registration Number:	3881786	VERTICAL LIVING
Serial Number:	85648710	NEON

**CORRESPONDENCE DATA**

**Fax Number:** 2165669711

*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:** 2165669700

**Email:** docketing@rankinhill.com

**Correspondent Name:** Rankin, Hill & Clark LLP

**Address Line 1:** 38210 Glenn Avenue

**Address Line 4:** Willoughby, OHIO 44094-7808

<b>ATTORNEY DOCKET NUMBER:</b>	GHM-NEVADA
<b>NAME OF SUBMITTER:</b>	Stephen A. Hill
<b>SIGNATURE:</b>	/stephen a hill/
<b>DATE SIGNED:</b>	10/06/2015

**Total Attachments: 5**

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## Trademark Assignment

Whereas, DB Acquisition, Inc., a corporation organized under the laws of the State of Delaware, having a principal place of business at 175 Sully's Trail, 3rd Floor, Pittsford, New York 14534 (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks which are listed in Exhibit 1 attached hereto; and

Whereas, DB Nevada Holdings, Inc., a corporation organized under the laws of the State of Delaware, having a principal place of business at 175 Sully's Trail, 3rd Floor, Pittsford, New York 14534 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire rights in and to said marks;

Now, Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above-identified registrations of said marks.

DB ACQUISITION, INC.

By *Polly Grunfeld Sack*

Printed Name: POLLY GRUNFELD SACK

Title: SR VP, SECRETARY / GEN COUNSEL

Date: OCTOBER 6, 2015

STATE OF NEW YORK

COUNTY OF MONROE }

On this 6<sup>th</sup> day of OCTOBER 2015, before me appeared POLLY GRUNFELD SAKK, the person who signed this instrument, who acknowledged that he or she signed it as a free act on behalf of the identified company with authority to do so.

(Notarial Seal)

Monica L. Treviso

Notary Public

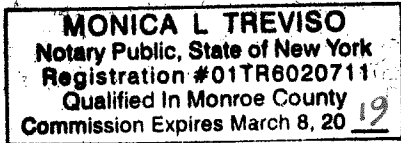





EXHIBIT 1

LIST OF TRADEMARK REGISTRATIONS

FEDERAL REGISTRATIONS

<i>Mark</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Class</i>	<i>Goods/Services</i>
NIFTY NICKEL	856,580	9/10/1968	16	Weekly newspaper with primary emphasis on want ad advertising
NIFTY NICKEL	2,348,185	5/9/2000	42	Computer services, namely, providing an on-line newspaper featuring classified advertising
BEST OF LAS VEGAS	2,4101,29	12/5/2000	35	Promoting the sale of goods and services of others by conducting and disseminating business surveys featuring consumer preferences and recommendations regarding people, places, goods, services, restaurants, entertainment, arts, sports and recreation in the Las Vegas area
BEST OF LAS VEGAS	2,4101,30	12/5/2000	42	Providing a web site featuring business and consumer preferences and recommendations regarding people, places, goods, services, restaurants, entertainment, arts, sports and recreation in the Las Vegas area
	2,410,131	12/5/2000	16	Section of a newspaper featuring consumer preferences and recommendations regarding people, places, goods, services, restaurants, entertainment, arts, sports and recreation in the Las Vegas area
NEON	2,467,832	7/10/2001	16	Daily newspapers
	2,519,098	12/18/2001	16	Newspaper articles, periodicals and pamphlets featuring general information about people, places, goods, services, restaurants, entertainment, arts, sports and recreation; paper award certificates
LAS VEGAS REVIEW-JOURNAL	2,555,887	4/2/2002	16	Daily newspapers

<i>Mark</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Class</i>	<i>Goods/Services</i>
LAS VEGAS REVIEW-JOURNAL	2,569,317	5/14/2002	42	Provision of general and local news and information primarily of interest of the Las Vegas geographic region in the areas of politics, policy, sports, business, technology, entertainment, arts, leisure, travel, games and classified advertising on and through a global computer network
BEST OF LAS VEGAS	2,572,556	5/28/2002	16	Newspaper articles, periodicals and pamphlets featuring general information about people, places, goods, services, restaurants, entertainment, arts, sports and recreation; paper award certificates
<b>NEON</b>	2,578,316	6/11/2002	42	Provision of general and local news and information primarily of interest to the Las Vegas geographic region in the areas of politics, policy, sports, business, technology, entertainment, arts, leisure, travel, games and classified advertising on and through a global computer network
<b>LAS VEGAS REVIEW-JOURNAL</b>	2,580,998	6/18/2002	42	Provision of general and local news and information primarily of interest of the Las Vegas geographic region in the areas of politics, policy, sports, business, technology, entertainment, arts, leisure, travel, games and classified advertising on and through a global computer network
LAS VEGAS REVIEW-JOURNAL	2,590,573	7/9/2002	16	Daily newspapers
<b>CERCA</b> <small>DISCOVERING THE NATURAL BEAUTY NEAR LAS VEGAS</small>	2,713,399	5/6/2003	41	Providing an on-line magazine pertaining to travel, culture, the arts, sports, entertainment and nature
<b>CERCA</b> <small>DISCOVERING THE NATURAL BEAUTY NEAR LAS VEGAS</small>	2,818,901	3/2/2004	16	News periodicals featuring articles in the fields of travel, culture, the arts, sports, entertainment and nature
LASVEGAS.COM	2,829,167	4/6/2004	39	Travel services, namely reservations and booking services for transportation in connection with trips and vacations to and from Las Vegas and the surrounding vicinity

<i>Mark</i>	<i>Reg. No.</i>	<i>Reg. Date</i>	<i>Class</i>	<i>Goods/Services</i>
GAMINGWIRE	2,865,777	7/20/2004	42	Provision of a database featuring general and local news and information primarily of interest to the Las Vegas geographic region in the areas of politics, policy, sports, business, technology, entertainment, arts, leisure, travel and games on and through a global computer network
REBEL NATION	3,336,458	11/13/2007	16	Magazines featuring sports
LUXURY LAS VEGAS	3,429,094	5/20/2008	16	Periodic publications, namely, magazines featuring articles and advertisements on products and services pertaining to fashion, new trends, interior design, restaurants, food, wine, art and culture
	3,429,095	5/20/2008	16	Periodic publications, namely, magazines featuring articles and advertisements on products and services pertaining to fashion, new trends, interior design, restaurants, food, wine, art and culture
VERTICAL LIVING	3,881,786	11/23/2010	16	Periodic publications, featuring magazines in the fields of real estate, architecture, home improvement, interior design, decorating, art, shopping, fashion, travel, entertainment, dining, fitness, health, beauty, business, current events, and other topics of general interest
NEON	Appl'n No. 85/648,710	Filed 6/11/2012	42	Provision of general and local news and information primarily of interest to the Las Vegas geographic region in the areas of politics, policy, sports, business, technology, entertainment, arts, leisure, travel, games and classified advertising on and through a global computer network; providing information, news and commentary in the fields of politics, policy, sports, business, technology, entertainment, arts, leisure, travel, games and classified advertising; providing current event news via a global computer network

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