

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM520106

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CityCenter Land, LLC		04/14/2016	Limited Liability Company: NEVADA
RECEIVING PARTY DATA			
Name:	The Crystals Las Vegas, LLC		
Street Address:	225 W Washington St		
City:	Indianapolis		
State/Country:	INDIANA		
Postal Code:	46204		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3763697	CRYSTALS	
Registration Number:	3763698	CRYSTALS	
CORRESPONDENCE DATA			
Fax Number:	5025402249		
<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:	5025873618		
Email:	ptodocket@bgdlegal.com		
Correspondent Name:	Michael J. McGee		
Address Line 1:	101 South Fifth Street		
Address Line 2:	3500 PNC Tower		
Address Line 4:	Louisville, KENTUCKY 40202		
NAME OF SUBMITTER:	Michael J. McGee		
SIGNATURE:	/Michael J. McGee/		
DATE SIGNED:	04/22/2019		
Total Attachments: 6			
source=Crystals_Trademark Assignment#page1.tif			
source=Crystals_Trademark Assignment#page2.tif			
source=Crystals_Trademark Assignment#page3.tif			

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), dated as of April 14, 2016, is made by CityCenter Land, LLC ("Assignor"), a Nevada limited liability company, in favor of The Crystals Las Vegas, LLC ("Assignee"), a Delaware limited liability company. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the CRYSTALS trademarks, including, without limitation, U.S. trademark registration nos. 3,763,697 and 3,763,698 together with the right to use such trademarks consistent with the graphic standards for such trademarks as set forth on Exhibit A attached hereto and all common law rights associated therewith, together with all of the goodwill of the business symbolized by the trademarks, and all claims for infringement and dilution of the trademarks, and the domain name <theshopsatcrystals.com>, for Assignee's own use and enjoyment.
2. Recordation. Assignor authorizes recording of this Assignment with the United States Patent and Trademark Office.

[SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, the parties have executed this Assignment as of the date first written above.

ASSIGNOR:

CityCenter Land, LLC,
a Nevada limited liability company

By: 

Name

Title

Bruce A. Aguilera

Authorized Representative

ASSIGNEE:

The Crystals Las Vegas, LLC,
a Delaware limited liability company

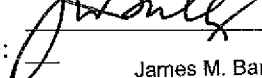
By: 
Name: _____
Title: _____ James M. Barkley
Secretary & General Counsel

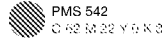
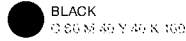
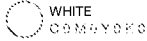
Exhibit A

Graphic Standards

THE SHOPS AT
CRYSTALS.
 GRAPHIC STANDARDS

BRAND COLOR PALETTE & TYPOGRAPHY

PRIMARY
 COLOR PALETTE



TYPOGRAPHY

HEADLINE
 Trade Gothic LT Std Extended
 all uppercase, 14pt, 130 tracking

SUBHEAD I
 Trade Gothic LT Std Extended
 all uppercase, 12pt, 453 tracking

SUBHEAD II
 Trade Gothic LT Std Extended
 all uppercase, 9pt, 420 tracking

BODY COPY
 Helvetica Neue Light
 sentence case, 7pt, 40 tracking

A LUXURY CONQUEST

THE WORLD'S PREMIER COLLECTION OF LUXURY

43 BRANDS. 25 UNIQUE IN VEGAS.

CrystalsAtCityCenter.com • Located next to ARIA Resort & Casino • Clothing and Accessories provided by Donna Karan • Jewelry provided by Bulgari

LOGO LOCKUP

IN-MARKET SIGNATURE

CRYSTALS. CRYSTALS.

THE SHOPS AT
 CRYSTALS. CRYSTALS.

STANDARD LOGO LOCKUPS
 Crystals signature line should be used in all consumer pieces where space allows. It should always be set with "THE SHOPS AT" on the top line and "ARIA LAS VEGAS" centered below.

CRYSTALS
 100% black; if using spot colors; PMS 542
 or for 4-color process; C 62 M 22 Y 0 K 3

THE SHOPS AT CRYSTALS
 100% black; if using spot colors; PMS 542
 or for 4-color process; C 62 M 22 Y 0 K 3

THE SHOPS AT CRYSTALS
 ARIA LAS VEGAS
 100% black; if using spot colors; PMS 542
 or for 4-color process; C 62 M 22 Y 0 K 3

OUT-OF-MARKET SIGNATURE

THE SHOPS AT
 CRYSTALS.
 ARIA LAS VEGAS

CLEAR ZONE



In order to maintain the integrity of the signature, it should not be crowded by type or other graphic elements. A clear zone is the minimum area around the signature which should never be intruded upon by any other element.

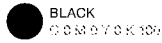
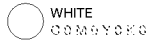
Maintain a minimum clearance around the signature equaling the height of the letter "T".

TRADEMARK
REEL: 006624 FRAME: 0772

THE SHOPS AT
CRYSTALS.
 GRAPHIC STANDARDS

AD CAMPAIGN BRANDING

COLOR PALETTE



AD LAYOUT

CRYSTALS LOGO

Aligned left.

A = .4275" to .5" from top trim area

HEADLINE

Trade Gothic LT Std Extended;
 all uppercase, 14pt, 130 tracking

B = 1" whenever possible from right side of trim area

SUBHEAD I

Trade Gothic LT Std Extended;
 subhead aligns left with Crystals logo
 and rotated to 90 degrees.

12pt, 453 tracking

C = .5" whenever possible from left side of trim area

BRAND LOGOS

These should align with the edges of "Subhead I"
 and logos to be approximately same distance
 of each other; reversed color with 85% opacity.

D = spaces are to be used for brand logos.

SUBHEAD II

Trade Gothic LT Std Extended;
 subhead II aligns left with Crystals logo
 all uppercase, 9pt, 420 kerning

E = .375" whenever possible

BODY COPY

Helvetica Neue Light;
 aligns left with Crystals logo;
 sentence case, 7pt, 40 tracking

F = .4275" to .5" from bottom trim area

