

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM759511

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
House Advantage, LLC		10/06/2022	Limited Liability Company: NEVADA
RECEIVING PARTY DATA			
Name:	SG Gaming, Inc.		
Street Address:	6601 S. Bermuda Road		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89119		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 28			
Property Type	Number	Word Mark	
Registration Number:	4266468	HOUSE ADVANTAGE	
Registration Number:	4479021	CLUBLINQ	
Registration Number:	4405593	HALO	
Registration Number:	5478326	HALO AWARDS	
Registration Number:	5478327	HALO EVENT MANAGEMENT	
Registration Number:	5478328	HALO CORE	
Registration Number:	5625035	HALO OFFERS	
Registration Number:	5478329	HALO MESH	
Registration Number:	5510766	HAS2S GATEWAY	
Registration Number:	5478335	HALO CLOUD	
Registration Number:	5478336	HALO KIOSK	
Registration Number:	5478337	HALO MOBILE	
Serial Number:	87194377	HALO EXPEDITION	
Serial Number:	87194372	HALO SPORTPIX	
Registration Number:	5461913	HA	
Registration Number:	5461914	HA	
Registration Number:	5938515	PATHFINDER	
Registration Number:	5743226	HOUSE ADVANTAGE	
Registration Number:	5869382	HALO LOYALTY	

CH \$715.00 4266468

Property Type	Number	Word Mark
Registration Number:	5705318	HALO LOYALTY
Registration Number:	5869383	HALO LOYALTY
Registration Number:	6026336	HALO PROMOTIONS
Registration Number:	6540057	HALO PAY +
Registration Number:	6251880	NO HOUSE ADVANTAGE
Registration Number:	5925378	NO HOUSE ADVANTAGE
Registration Number:	5914180	NHA
Serial Number:	90566445	HALO POWER PLAY
Serial Number:	90566449	HALO POWER PAYMENTS

CORRESPONDENCE DATA

Fax Number:

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.

Email: trademarks@dechert.com

Correspondent Name: Dechert LLP

Address Line 1: 2929 Arch Street, Cira Centre

Address Line 4: Philadelphia, PENNSYLVANIA 19104-2808

NAME OF SUBMITTER:	spencer Joffrion
SIGNATURE:	/Spencer Joffrion/
DATE SIGNED:	10/06/2022

Total Attachments: 8

source=Paradigm - IP Assignment Agreement and Schedule A (Executed 10.6.22)#page1.tif

source=Paradigm - IP Assignment Agreement and Schedule A (Executed 10.6.22)#page2.tif

source=Paradigm - IP Assignment Agreement and Schedule A (Executed 10.6.22)#page3.tif

source=Paradigm - IP Assignment Agreement and Schedule A (Executed 10.6.22)#page4.tif

source=Paradigm - IP Assignment Agreement and Schedule A (Executed 10.6.22)#page5.tif

source=Paradigm - IP Assignment Agreement and Schedule A (Executed 10.6.22)#page6.tif

source=Paradigm - IP Assignment Agreement and Schedule A (Executed 10.6.22)#page7.tif

source=Paradigm - IP Assignment Agreement and Schedule A (Executed 10.6.22)#page8.tif

ASSIGNMENT OF INTELLECTUAL PROPERTY

This Assignment of Intellectual Property (this "Assignment") is made and entered into as of October 6, 2022, by and among House Advantage, LLC, a limited liability company organized under the Laws of the State of Nevada (the "Assignor"), and SG Gaming, Inc., a corporation organized under the Laws of the State of Nevada (the "Assignee").

WITNESSETH

WHEREAS, Assignor, Assignee and Jon Wolfe have entered into the Purchase Agreement, dated as of October 6, 2022 (the "Purchase Agreement"), pursuant to which Assignee has acquired all of Assignors' right, title and interest in and to the Company Intellectual Property Rights (as defined in the Purchase Agreement), which includes the Intellectual Property Rights set forth in Schedule A hereto (collectively, the "Assigned Intellectual Property"). Capitalized terms not defined in this Assignment shall have the meaning assigned to them in the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee each hereby agree as follows:

1. Assignment. The Assignor hereby forever sells, conveys, transfers, assigns and delivers to the Assignee and its successors and assigns, and the Assignee hereby accepts from Assignor, free and clear of all Liens, all of the Assignor's right, title and interest in and to the Assigned Intellectual Property, including the Assigned Intellectual Property listed on Schedule A, and including (i) all rights to sue for past, present and future infringement, misappropriation or other violation with respect thereto and all goodwill associated with any Assigned Intellectual Property, and (ii) all documentation or other tangible embodiments that comprise, embody, disclose or describe any of the foregoing, including engineering drawings, technical documentation, databases, spreadsheets, business records, inventors' notebooks, invention disclosures, digital files, software code embodied in media or firmware.

2. Assignor's Waiver. Assignor and Assignee acknowledge and agree that as of the date of this Assignment all Assigned Intellectual Property is owned solely and exclusively by Assignee to the maximum extent permitted by Law. If Assignor has any rights in or to any Assigned Intellectual Property that cannot, under applicable Law, be assigned to the Assignee or owned by the Assignee, Assignor hereby unconditionally and irrevocably waives the enforcement of such rights and all claims and causes of action of any kind against Assignee and their designees and successors and assigns with respect to such rights.

3. Assignor's Acknowledgement of Assignee's Ownership. Assignor acknowledges and agrees that Assignee is and shall remain the sole and exclusive owner of all Assigned Intellectual Property and that Assignee shall have the sole and exclusive right to obtain, maintain, hold, register and enforce such Assigned Intellectual Property. Assignor hereby agrees to prepare, execute and deliver, and to cause to be prepared, executed and delivered, to Assignee, such deeds, bills of sale, instruments of assumption, assignments, instruments of recordation and other instruments, and take such other actions, in addition to those required by this Assignment, as

Assignee may reasonably request, at Assignee's expense, in order to effect the intent and purposes of this Assignment (including without limitation, the registration, implementation and recordation of the transactions contemplated by this Assignment and the prosecution, maintenance, renewal and registration of any Assigned Intellectual Property) and particularly to execute and deliver to Assignee all lawful documents including petitions, specifications, oaths, assignments, disclaimers, and lawful affidavits in form and in substance which may be reasonably requested by Assignee.

10. Miscellaneous. This Assignment is executed and delivered pursuant to, and is in accordance with, the Purchase Agreement. This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns. Sections 10.1, 10.2, 10.3, 10.8, 10.9, 10.10, 10.11 and 10.12 of the Purchase Agreement shall apply to this Assignment *mutatis mutandis* and are hereby incorporated by reference herein.

[Signature page follows]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and year first above written.

BUYER:

SG GAMING, INC.

By: 

Name: Constance P. James

Title: Treasurer and Secretary

SELLER:

HOUSE ADVANTAGE, LLC

By: _____

Name: Jon C. Wolfe

Title: Manager

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date and year first above written.

BUYER:

SG GAMING, INC.

By: _____

Name: Constance P. James

Title: Treasurer and Secretary

SELLER:

HOUSE ADVANTAGE, LLC

By: _____

Name: Jon C. Wolfe

Title: Manager

[Signature Page to Assignment of Intellectual Property]



TRADEMARK
REEL: 007861 FRAME: 0163

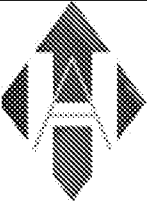
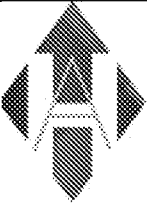


SCHEDULE A

Attached.

[Signature Page to Assignment of Intellectual Property]

TRADEMARK
REEL: 007861 FRAME: 0164

Trademark	Jurisdiction	App. No./ Filing Date	Reg. No./ Reg. Date	Owner	Status
	U.S.	85/278,759 03/28/2011	4,266,468 01/01/2013	House Advantage, LLC	Registered
	U.S.	85/849,972 02/14/2013	4,479,021 02/14/2014	House Advantage, LLC (acquired from Intermezzo, Inc.)	Registered
HALO	U.S.	85/666,089 06/29/2012	4,405,593 09/24/2013	House Advantage, LLC	Registered
HALO AWARDS	U.S.	87/191,858 10/04/2016	5,478,326 05/29/2018	House Advantage, LLC	Registered
HALO EVENT MANAGEMENT	U.S.	87/191,860 10/04/2016	5,478,327 05/29/2018	House Advantage, LLC	Registered
HALO CORE	U.S.	87/191,864 10/04/2016	5,478,328 05/29/2018	House Advantage, LLC	Registered
HALO CORE	WO	1368543 04/03/2017	1368543 04/03/2017	House Advantage, LLC	Registered; Designating Philippines
HALO OFFERS	U.S.	87/191,866 10/04/2016	5,625,035 12/11/2018	House Advantage, LLC	Registered
HALO MESH	U.S.	87/191,867 10/04/2016	5,478,329 05/29/2018	House Advantage, LLC	Registered
HAS2S GATEWAY	U.S.	87/194,313 10/05/2016	5,510,766 07/10/2018	House Advantage, LLC	Registered
HALO CLOUD	U.S.	87/194,331 10/05/2016	5,478,335 05/29/2018	House Advantage, LLC	Registered

Trademark	Jurisdiction	App. No./ Filing Date	Reg. No./ Reg. Date	Owner	Status
HALO KIOSK	U.S.	87/194,345 10/05/2016	5,478,336 05/29/2018	House Advantage, LLC	Registered
HALO MOBILE	U.S.	87/194,365 10/05/2016	5,478,337 05/29/2018	House Advantage, LLC	Registered
HALO SPORTPIX	U.S.	87/194,372 10/05/2016		House Advantage, LLC	Pending; Suspension Letter issued 02/05/2018
HALO EXPEDITION	U.S.	87/194,377 10/05/2016		House Advantage, LLC	Pending; Suspension Letter issued 08/16/2017
	U.S.	87/366,568 03/10/2017	5,461,913 05/08/2018	House Advantage, LLC	Registered
	U.S.	87/366,621 03/10/2017	5,461,914 05/08/2018	House Advantage, LLC	Registered
PATHFINDER	U.S.	87/545,289 07/27/2017	5,938,515 12/17/2019	House Advantage, LLC	Registered
HOUSE ADVANTAGE	U.S.	87/876,367 04/13/2018	5,743,226 05/07/2019	House Advantage, LLC	Registered
	U.S.	87/977,060 06/01/2017	5,869,382 09/24/2019	House Advantage, LLC	Registered
	U.S.	87/977,062 06/01/2017	5,705,318 03/19/2019	House Advantage, LLC	Registered

Trademark	Jurisdiction	App. No./ Filing Date	Reg. No./ Reg. Date	Owner	Status
	U.S.	87/977,063 06/01/2017	5,869,383 09/24/2019	House Advantage, LLC	Registered
HALO PROMOTIONS	U.S.	87/191,862 10/04/2016	6,026,336 04/07/2020	House Advantage, LLC	Registered
HALO PAY PLUS	U.S.	87/331,364 02/10/2017	6,540,057 10/26/2021	House Advantage, LLC	Registered
NO HOUSE ADVANTAGE	U.S.	88/172,975 10/29/2018	6,251,880 01/19/2021	House Advantage, LLC	Registered
NO HOUSE ADVANTAGE	U.S.	88/417,619 05/06/2019	5,925,378 12/03/2019	House Advantage, LLC	Registered
NHA	U.S.	88/417,599 05/06/2019	5,914,180 11/19/2019	House Advantage, LLC	Registered
HALO POWER PLAY	U.S.	90/566,445 03/08/2022		House Advantage, LLC	Allowed; Statement of Use or extension of time due 01/05/2023
HALO POWER PAYMENTS	U.S.	90/566,449 03/08/2021		House Advantage, LLC	Allowed; Statement of Use or extension of time due 01/05/2023