

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IGT Services, Inc.		09/14/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	IGT Media Holdings, Inc.		
Street Address:	600 NE 36 Street		
Internal Address:	Unit C1		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33137		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1909441	PRIMECARD	
CORRESPONDENCE DATA			
Fax Number:	(215)568-6499		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-568-6400		
Email:	ptomail@volpe-koenig.com, LW@volpe-koenig.com, LMcGuinness@volpe-koenig.com		
Correspondent Name:	Louis Weinstein		
Address Line 1:	30 S. 17th Street		
Address Line 2:	Suite 1600		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
NAME OF SUBMITTER:	Louis Weinstein		
Signature:	/louis weinstein/		
Date:	09/15/2005		

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, IGT Services, Inc., a Delaware corporation, with a principal address at 600 NE 36 Street, Unit C1, Miami, Florida 33137, (hereinafter "Assignor") has adopted, uses and is the owner of trademark as set forth below (hereinafter the "Trademark");

Serial No. 74/489,956 Registration. No. 1,909,441 PRIMECARD

WHEREAS, IGT Media Holdings, Inc., a Delaware corporation, with a principal address at 600 NE 36 Street, Unit C1, Miami, Florida 33137, (hereinafter "Assignee") is desirous of acquiring the Trademark together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to the Assignee all of the right, title, and interest in and to the aforesaid Trademark together with the goodwill of the business connected with the use of and symbolized by said Trademark. It is agreed that the Assignor shall be legally bound upon request from Assignee to execute all instruments properly which Assignee may deem necessary or desirable for securing and maintaining the Trademark hereby assigned, all without further compensation to Assignor.

The undersigned warrants that the rights and property herein conveyed are free and clear of any encumbrance.

EXECUTED under seal on this 14th day of September, 2005 at

600 NE 36 ST, Miami, FL 33137
(Place)

Witness: [Signature]
Bruce Paterson

IGT Services, Inc.

[Signature]
Mark Mechanic
Vice President

State of

ss.

County of

On this 14th day of September, 2005 before me personally appeared Mark Mechanic, to me known to be the person described herein and who executed the foregoing instrument, and acknowledged that he executed the same knowingly and willingly and for the purposes therein contained.

Witness my hand and Notarial seal the day and year immediately above written.

[Signature]
Notary Public

My Commission Expires: 12/08/07

