

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Actionable Intelligence, LLC		12/10/2008	LIMITED LIABILITY COMPANY: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Station Casinos, Inc.		
Street Address:	1505 South Pavilion Center Drive		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89135		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77409328	VIVA ENTERTAINMENT	
CORRESPONDENCE DATA			
Fax Number:	(702)382-8135		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(702) 382-2101		
Email:	lvpto@bhfs.com		
Correspondent Name:	Jason D. Firth		
Address Line 1:	100 City Parkway, Suite 1600		
Address Line 4:	Las Vegas, NEVADA 89106		
ATTORNEY DOCKET NUMBER:	12100STATIONS		
NAME OF SUBMITTER:	Jason D. Firth		
Signature:	/Jason D. Firth/		

CH \$40.00 77409328

Date:

12/10/2008

Total Attachments: 1

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ASSIGNMENT OF MARK

WHEREAS, Actionable Intelligence, LLC, is a North Carolina Limited Liability Company with its principal place of business at 137 Cross Center Drive, Suite 117, Denver, NC, 28037 ("ASSIGNOR"); and

WHEREAS, ASSIGNOR intended to use the mark VIVA ENTERTAINMENT (the "Mark") in commerce for hotel, restaurant and bar services, and cocktail lounges, and filed a federal trademark application for the Mark on February 28, 2008, indicating that intent (Serial No. 77/409,328), but has not filed an allegation of use under §§1(c) or 1(d) of the Trademark Act; and

WHEREAS, ASSIGNOR wishes to assign the Mark in the above-identified application as part of the portion of ASSIGNOR'S business to which the Mark pertains as required by 15 U.S.C. § 1060; and

WHEREAS, Station Casinos, Inc., a Nevada Corporation with its principal place of business at 2411 West Sahara Avenue, Las Vegas, Nevada 89102 ("ASSIGNEE"), is the successor of the ongoing and existing portion of ASSIGNOR'S business to which the Mark pertains, and wishes to acquire the Mark and the pending intent-to-use application.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and transfers to ASSIGNEE all right, title and interest in and to the Mark VIVA ENTERTAINMENT and pending application, together with the goodwill of the business symbolized thereby.

Actionable Intelligence

Date: 12/10/08

R. Dewese Bulla
R. Dewese Bulla
Registered Agent