

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	LICENSE

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Felix Dennis		05/11/2006	INDIVIDUAL: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	Dennis Publishing, Inc.
Street Address:	1040 Avenue of the Americas
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2072696	MAXIM
Registration Number:	2449119	MAXIM
Registration Number:	2449110	MAXIM ONLINE
Registration Number:	2922400	M
Registration Number:	2976481	MAXIM RADIO
Registration Number:	2983401	MAXIM TV
Registration Number:	2976337	MAXIM TV
Registration Number:	3068330	MAXIM RADIO
Registration Number:	3085737	MAXIM CASINO
Serial Number:	78371631	MAXIM HOTEL
Serial Number:	78363739	MAXIM HOTEL AND CASINO

CORRESPONDENCE DATA

Fax Number: (212)207-8727

900049062

**TRADEMARK
 REEL: 003310 FRAME: 0119**

CH \$290.00 2072696

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Correspondent Name: Peter M. Langrind/Jacobs deBrauere LLP
Address Line 1: 445 Park Avenue
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Peter M. Langrind, Esq.
Signature:	/peter m langrind/
Date:	05/16/2006
Total Attachments: 1 source=FD-DPI-CW License#page1.tif	

CONFIRMATORY LICENSE

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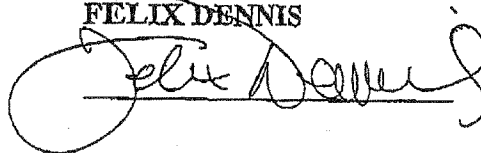
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Further, in a separate document, DENNIS PUBLISHING, INC., has granted to CONCORD WILSHIRE MAXIM HOLDINGS, LLC, a limited liability company of Nevada, a sublicense to use the above listed marks in connection with the development and operation of a resort in Clark County, Nevada.

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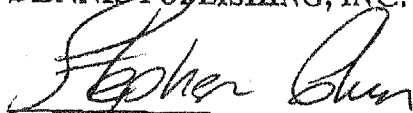
FELIX DENNIS



Date: May 11, 2006

SUB LICENSOR:

DENNIS PUBLISHING, INC.



Date: 5/11/06

By

Name: Stephen Cohen
Title: CEO