

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
BUSCH ENTERTAINMENT CORPORATION			05/28/2009
			Entity Type
			CORPORATION: MISSOURI
RECEIVING PARTY DATA			
Name:		SEA WORLD, INCORPORATED	
Street Address:		ONE BUSCH PLACE	
Internal Address:		202-6	
City:		ST. LOUIS	
State/Country:		MISSOURI	
Postal Code:		63118	
Entity Type:		CORPORATION: MISSOURI	
PROPERTY NUMBERS Total: 1			
Property Type		Number	Word Mark
Registration Number:		2159828	KEY WEST AT SEA WORLD
CORRESPONDENCE DATA			
Fax Number:		(314)577-0776	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:		314 577-7386	
Email:		CINDY.MCKEEHAN@ANHEUSER-BUSCH.COM	
Correspondent Name:		SCOTT D. MILLER	
Address Line 1:		ONE BUSCH PLACE	
Address Line 2:		202-6	
Address Line 4:		ST. LOUIS, MISSOURI 63118	
NAME OF SUBMITTER:		Scott D. Miller	
Signature:		/Scott D. Miller/	
Date:		05/28/2009	

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TRADEMARK

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Busch Entertainment Corporation, a Delaware corporation, having a place of business at One Busch Place, St. Louis, Missouri 63118 ("Assignor") is the owner of rights in the trademark KEY WEST AT SEA WORLD, Registration No. 2159828, (the "Mark").

WHEREAS, Sea World, Inc. having a place of business at One Busch Place, St. Louis, Missouri 63118 ("Assignee") desires to acquire the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby assigns and transfers to Assignee, absolutely and forever, its entire right, title and interest, throughout the world, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any corresponding registrations as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers as may be necessary and proper to vest full title in and to the Mark and other corresponding rights in the Assignee.

Assignor hereby consents to the recordation of this assignment in any applicable country.

Assignor represents and warrants that it is the owner of the Mark, and has not previously transferred or otherwise encumbered the rights being assigned to Assignee.

The individual signing this document on behalf of Assignor represents and declares that he is authorized to execute this document on behalf of Busch Entertainment Corporation.

IN WITNESS WHEREOF, this Assignment is effective this 28 day of May, 2009.

BUSCH ENTERTAINMENT CORPORATION

By: Francis Z. Hellwig

Name: Francis Z. Hellwig

Title: Assistant Secretary

Date: 28 May 2009

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