

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
Ursa Major Media, Inc.		11/29/2011	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Bally Gaming, Inc.		
Doing Business As:	DBA Bally Technologies		
Street Address:	6601 South Bermuda Road		
Internal Address:	Attn: Legal Dept.		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89119		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85285589	BOLLYWOOD FANTASTIC	
Serial Number:	85259291	CHOCO CHOCO	
CORRESPONDENCE DATA			
Fax Number:	(702)584-7990		
Phone:	702-584-7644		
Email:	pbowsher@ballytech.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Bally Gaming, Inc.		
Address Line 1:	6601 South Bermuda Road		
Address Line 2:	Legal Dept.		
Address Line 4:	Las Vegas, NEVADA 89119		
NAME OF SUBMITTER:	Philip J. Anderson		

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TRADEMARK
 REEL: 004668 FRAME: 0025

Signature:	/pja/
Date:	11/29/2011
Total Attachments: 2 source=Assignment of TMs 2011-11-29#page1.tif source=Assignment of TMs 2011-11-29#page2.tif	

ASSIGNMENT OF TRADEMARKS

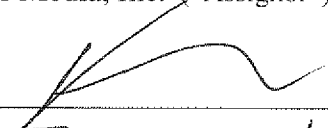
WHEREAS, Ursa Major Media, Inc., organized under the laws of Nevada, United States, ("Assignor") is the owner of the marks "Bollywood Fantastic" and "Choco Choco" ("Marks") and the United States Patent and Trademark Office applications identified in Exhibit A hereto ("Applications").

WHEREAS, Bally Gaming Inc., organized under the laws of Nevada, United States, ("Assignee") desires to acquire all right, title and interest in and to the Marks to the extent such rights were and are established, created and exist pursuant to the Applications together with the associated goodwill symbolized by the Marks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns, all right, title and interest in and to the Marks, but only to the extent such rights were and are established, created and exist pursuant to the Applications, together with (i) the associated goodwill symbolized by the Marks and (ii) all of Assignor's associated rights to sue and recover for, and the right to profits or damages, due or accrued, arising out of or in connection with any and all past, present or future infringements or dilution of or damage to such Marks (or the associated goodwill).

Assignor further agrees that, without further consideration, it will cause to be performed such other lawful acts, and to be executed such further assignments and other lawful documents, as Assignee and its successors and assigns may, from time to time, reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Marks provided that all costs associated with the performance of such action and preparation, review and execution of such shall be borne entirely by Assignee.

This Assignment of Trademarks shall be binding upon and shall inure to the benefit of Assignor and Assignee and their respective successors and assigns, with an effective date of November ____, 2011.

Ursa Major Media, Inc. ("Assignor")
By: 
Name: Jason Newmark
Title: VP - Multimedia
Date: November 15, 2011


Bally Gaming, Inc. ("Assignee")
By: 
Name: MARK LERNER, Secretary
Title: _____
Date: November 29, 2011

EXHIBIT A

COUNTRY	MARK	APPLICATION NO.
United States	Bollywood Fantastic	85285589
United States	Choco Choco	85259291