

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM365050

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Generations Gold, Inc.		11/23/2015	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Bally Gaming, Inc.		
Street Address:	6650 S. El Camino Road		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89118		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4576735	PERSONAL MOBILE CONCIERGE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(702) 532-5847		
Email:	Cynthia.Smith@scientificgames.com		
Correspondent Name:	Cynthia L. Smith		
Address Line 1:	6650 S. El Camino Road		
Address Line 2:	Legal Department		
Address Line 4:	Las Vegas, NEVADA 89118		
NAME OF SUBMITTER:	Cynthia L. Smith		
SIGNATURE:	//cynthia l. smith//		
DATE SIGNED:	12/08/2015		
Total Attachments: 1			
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Assignment of Mark

Generations Gold, Inc., a Florida corporation, with its principal place of business at 525 South Flagler Drive, Suite 401, West Palm Beach, FL 33401 (hereinafter "Assignor"), owns the Mark listed below on or in connection with the goods covered in the U.S. Patent and Trademark Office filing listed below.

Mark	Registration No.	Filing Date
PERSONAL MOBILE CONCIERGE	4,576,735	February 6, 2013

Bally Gaming, Inc., a Nevada corporation, with its principal place of business at 6650 S. El Camino Road, Las Vegas, NV 89118 ("Assignee"), desires to acquire the Mark, and the registration mentioned above.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor agrees to sell, assign and transfer, and hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and all trademark registrations and applications filed in any Trademark Office throughout the world, together with the goodwill of the business symbolized by the Mark, and the right to bring actions for past infringement of the Mark.

GENERATIONS GOLD, INC.

Date: 11.23.2015
By: Greg Golnick
Name: Greg Golnick
Title: President

Digitally signed by Greg Golnick
DN: cn=Greg Golnick, o=Generations Gold, Inc.,
c=US
Date: 2015.11.23 15:22:48 -0500