

TRADEMARKS ONLY

Corrective

09-27-1999



101135500

8-5-99

1. Name of Party(ies) conveying

HILTON HOTELS CORPORATION
9336 Civic Center Drive
Beverly Hills, CA 9021

Entity:

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State Delaware
☐ Other

08-05-1999

U.S. Patent & TMO/TM Mail Rcpt Dt. #26 City:

3. Interests Conveyed:

- ☐ Assignment ☐ Change of Name
☐ Security Agreement ☐ Merger
☒ Other Corrective Assignment to correct
Hilton's error on previously recorded
assignments. SEE ATTACHED SCHEDULE

2. Name and Address of Party(ies) receiving an interest:

Name: PARK PLACE ENTERTAINMENT CORPORATION
Address: Attn: Lou Nunziata

Address: 3930 Howard Hughes ParkwayLas VegasNevada Zip: 89109

- ☐ Individual ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State Delaware
☐ Other
☐ Citizenship

If not domiciled in the United States, a domestic
representative designation is attached:

- ☐ Yes
☐ No

(The attached document must not be an assignment)

4. Application number(s) or registration number(s). Additional Sheet attached? ☒ Yes ☐ No

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

SEE ATTACHED SCHEDULE

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: HILTON HOTELS CORPORATIONInternal Address: Attn: Susan JassoStreet Address: 9336 Civic Center Drive

City:

Beverly Hills,State: CAZip: 90210

6. Number of application and registration involved:

2 (Two)

7. Amount of fee enclosed or authorized to be charged:

\$65.00

8. Deposit account number (Attach duplicate copy of this form if paying by deposit account):

65E

DO NOT USE THIS SPACE

9. Date of execution of attached document July 26, 1999

10. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on:

08/23/1999 NTHA11 00000246 74090602

01 FC:481
02 FC:48240.00 OP
25.00 OP7/26/99

Date

Signature

Thomas E. Gallagher
Name of Person Signing

SCHEDULE A

Corrective Assignment at Reel/Frame #1888/0649

Recordation date: 04/28/99

Please delete the following erroneous assignments previously recorded:

	<u>MARK</u>	<u>APPLICATION #</u>	<u>REGISTRATION #</u>
1.	REHABCENTRE	74,090,602	1,698,628
2.	HYDRO-NUTRITIVE	74,573,484	1,948,375

The following are corrections to the above erroneous assignments:

1.	B	75,090,602	
2.	FLAMINGO CASINO	74,636,612	1,948,975

07-14-1999



TRADEMARKS ONLY

To the Hono

Please record

101071080

arks:

ereof.

1. Name of Party(ies) conveying an interest:

HILTON HOTELS CORPORATION
9336 Civic Center Drive
Beverly Hills, CA 90210

Entity

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State Delaware
☐ Other

3. Interests Conveyed

- ☒ Assignment ☐ Change of Name
☐ Security Agreement ☐ Merger
☐ Other

2. Name and Address of Party(ies) receiving an interest:

Name: PARK PLACE ENTERTAINMENT CORPORATION
Internal Address: Attn: David Arraji

Street Address: 3930 Howard Hughes Parkway

City: Las Vegas

State: Nevada Zip: 89109

Entity: Corporation

- ☐ Individual ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State
☐ Other
☐ Citizenship

If not domiciled in the United States, a domestic representative designation is attached:

- ☐ Yes
☐ No

(The attached document must not be an assignment)

4. Application number(s) or registration number(s) Additional Sheet

A. Trademark Application No

05-12-1999

SEE ATTACHED



101035274

attached? ☒ Yes ☐ No

ademark Registration No.(s)

E ATTACHED

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: HILTON HOTELS CORPORATION
Internal Address: ATTN: Susan Jasso

Street Address: 9336 Civic Center Drive

City: Beverly Hills

State: CA Zip: 90210

6. Number of application and registration involved:

(65) SEE ATTACHED

7. Amount of fee enclosed or authorized to be charged:

\$1,640.00

8. Deposit account number (Attach duplicate copy of this form if paying by deposit account):

05/11/1999 JSHADAZZ 00000244 1440235

DO NOT USE THIS SPACE

01 FC:481
02 FC:482

40.00 OP
1600.00 OP

9. Date of execution of attached document April 23, 1999

10. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on:

4/23/99

Date

Thomas E. Gallagher

Signature

Thomas E. Gallagher

Name of Person Signing



04-28-1999

SCHEDULE A**ASSIGNED MARKS**

TRADEMARK	APPLIC. NO. FILING DATE	REG. NUMBER AND DATE
7 HEAVEN		1,440,235 5-14-87
7 HEAVEN DOLLARS		1,439,550 5-12-87
ANIMATIONS		1,677,163 2-25-92
ATLANTIC CITY'S WINNING ADDRESS		1,386,348 3-11-86
B	090,602 4-28-96	
B (STYLIZED)		2,168,352 6/23/98
B (STYLIZED)		2,164,610 6/9/98
B (STYLIZED)	74/640,369 2-24-95	
BFIT	75/166,310 9-16-96	
B WEAR (stylized)	75/452,111 3-18-98	
BALLY		505,218 12-28-48
BALLY		1,909,427 8-01-95
BALLY		1,646,697 6-04-91
BALLY		1,012,119 6-03-75
BALLY		1,552,562 8-22-89
BALLY BFIT	75/166,200 9-16-96	
BALLY BOB		1,955,688 2-13-96
BALLY BOB DESIGN (I)		1,975,755 5-28-96
BALLY CAJUN		1,792,139 9-07-93
BALLY GAMING		1,820,490 2-08-94
BALLY MARDI GRAS		1,806,687 11-23-93
BALLY MAVERICK		1,816,368 1-11-94

TRADEMARK	APPLIC. NO. FILING DATE	REG. NUMBER AND DATE
BALLY'S GAMING UNIVERSITY		2,103,312 10-07-97
BALLY'S GRAND		1,543,909 6-13-89
BALLY'S GRAND		1,533,712 4-4-89
BALLY'S SALOON & GAMBLING HALL (stylized)		1,955,699 2-13-96
BALLY'S SALOON, GAMBLING HALL HOTEL		2,048,291 3-25-97
BALLY'S TOTAL FITNESS		1,673,918 1-28-92
BANNER		1,134,830 5-06-80
BARRONSHIRE PRIME RIB		1,382,797 2-11-86
THE BEEF BARRON		1,345,187 6-25-85
BIG BUCKS		1,847,026 7-26-94
CANDYMANIA		2,007,114 10-8-96
CITY LITES		1,243,194 6-21-83
FLAMINGO "BIRD" DESIGN		1,724,334 10-13-92
FLAMINGO CASINO		1,948,375 12-19-95
MR. MING'S		1,835,833 5-10-94
PARIS	74/653,425 3-29-95	
PARIS CASINO - RESORT (stylized)	74/703,331 7-18-95	
PARIS CASINO RESORT	74/703,332 7-18-95	
THE END OF THE RAINBOW		1,090,516 5-2-78
THE OAKS		1,821,905 2-15-94

ASSIGNMENT

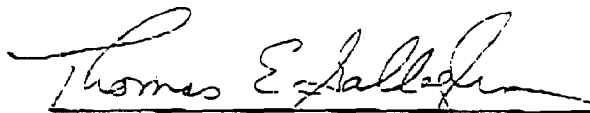
WHEREAS, Hilton Hotels Corporation, a Delaware corporation having its principal place of business at 9336 Civic Center Drive, Beverly Hills, California 90212 (hereinafter, "Assignor"), is the owner of the marks registered or applied for in the United States Patent and Trademark Office listed in the attached Schedule 1; and

WHEREAS, PARK PLACE ENTERTAINMENT CORPORATION, a Delaware corporation having its principal place of business at 3930 Howard Hughes Parkway, Las Vegas, Nevada 89109 (hereinafter, "Assignee") is desirous of acquiring said marks and name and said registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said marks, together with that part of the good will of the business connected with the use of and symbolized by said marks and name, as well as all rights to damages or profits, due or accrued, arising out of past infringement of said mark or name or injury to the said good will, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed this 23rd day of April, 1999.

HILTON HOTELS CORPORATION



Name: Thomas E. Gallagher


Title: Executive Vice President and General Counsel

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS.:

I, **DAVID MAROTE** , a Notary Public, residing in the county and state aforesaid, do certify that **THOMAS E. GALLAGHER** , who is to me known, this day appeared before me personally and did acknowledge that he did sign, seal and deliver the foregoing instrument of his own free will and accord, for the purposes therein named and expressed.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal this **23rd** day of April, 1999.




Notary Public

STATE OF CALIFORNIA)

SS.:

COUNTY OF LOS ANGELES)

I, **DAVID MAROTE**, a Notary Public, residing in the county and state aforesaid, do certify that **THOMAS E. GALLAGHER**, who is to me known, this day appeared before me personally and did acknowledge that he did sign, seal and deliver the foregoing instrument of his own free will and accord, for the purposes therein named and expressed.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal this 23rd day of April, 1999.

A handwritten signature in black ink, appearing to read "David Marote", written over a horizontal line.

Notary Public