



12-30-1999



101234390

RECORDATION FORM COVER SHEET  
TRADEMARKS

To the Honorable Commissioner of Patents and Trademarks:  
Please record the attached original documents or copy thereof.

1. Name of conveying party:

Horseshoe Entertainment

2. Name and address of receiving party:

Canadian Imperial Bank of Commerce,  
as Administrative Agent  
425 Lexington Avenue  
New York, NY 10017

3. Nature of conveyance:

Grant of Trademark Security Interest

Execution Date: December 1, 1999

4. Application numbers and numbers:

A. Trademark Application Nos.

75/009695

75/114454

B. Trademark Nos.

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

Michael Moon  
O'Melveny & Myers LLP  
400 South Hope Street  
Los Angeles, CA 90071

6. Total number of applications and registrations involved:

2

7. Total fee:

\$65.00 (Enclosed)

8. Deposit Account Number:

N/A

9. Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Michael Moon

Name of Person Signing

Signature

December 10, 1999

Date

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET: 1

12/29/1999 DNGUYEN 00000146 75009695

01 FC:481  
02 FC:482

40.00 00  
25.00 00

LAI:872861.2

TRADEMARK  
REEL: 002004 FRAME: 0908

## GRANT OF TRADEMARK SECURITY INTEREST

**WHEREAS, Horseshoe Entertainment**, a Louisiana limited partnership ("**Grantor**"), owns and uses in its business, and will in the future adopt and so use, various intangible assets, including the Trademark Collateral (as defined below); and

**WHEREAS, Horseshoe Gaming Holding Corp.**, a Delaware corporation ("**Company**"), has entered into a Credit Agreement dated as of June 30, 1999 (said Credit Agreement, as it may heretofore have been and as it may hereafter be amended, supplemented, restated or otherwise modified from time to time, being the "**Credit Agreement**") with the financial institutions named therein (collectively, together with their respective successors and assigns party to the Credit Agreement from time to time, the "**Lenders**"), DLJ Capital Funding, Inc., as Syndication Agent, and Canadian Imperial Bank of Commerce, as Administrative Agent for the Lenders (in such capacity, "**Secured Party**"), pursuant to which Lenders have made certain commitments, subject to the terms and conditions set forth in the Credit Agreement, to extend certain credit facilities to Company; and

**WHEREAS, Grantor** has executed and delivered that certain Subsidiary Guaranty dated as of December 1, 1999 (said Subsidiary Guaranty, as it may hereafter be amended, supplemented or otherwise modified from time to time, being the "**Guaranty**") in favor of Secured Party for the benefit of Lenders, pursuant to which Grantor has guaranteed the prompt payment and performance when due of all obligations of Company under the Credit Agreement and the other Loan Documents; and

**WHEREAS, pursuant to the terms of a Security Agreement** dated as of December 1, 1999 (as amended, supplemented or otherwise modified from time to time, the "**Security Agreement**"), among Grantor, Secured Party and the other grantors named therein, Grantor has agreed to create in favor of Secured Party a secured and protected interest in, and Secured Party has agreed to become a secured creditor with respect to, the Trademark Collateral;

**NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, subject to the terms and conditions of the Security Agreement, Grantor hereby grants to Secured Party a security interest in all of Grantor's right, title and interest in and to the following, in each case whether now or hereafter existing or in which Grantor now has or hereafter acquires an interest and wherever the same may be located (the "**Trademark Collateral**"):**

(v) all rights, title and interest (including rights acquired pursuant to a license or otherwise but only to the extent permitted by agreements governing such license or other use) in and to all trademarks, service marks, designs, logos, indicia, tradenames, trade dress, corporate names, company names, business names, fictitious business names, trade styles and/or other source and/or business identifiers and applications pertaining thereto, owned by such Grantor, or hereafter adopted and used, in its business (including, without limitation, the trademarks specifically identified in Schedule A) (collectively, the "**Trademarks**"), all registrations that have been or may hereafter be issued or applied for thereon in the United States and any state thereof and in

foreign countries (including, without limitation, the registrations and applications specifically identified in Schedule A) (the “**Trademark Registrations**”), all common law and other rights (but in no event any of the obligations) in and to the Trademarks in the United States and any state thereof and in foreign countries (the “**Trademark Rights**”), and all goodwill of such Grantor’s business symbolized by the Trademarks and associated therewith (the “**Associated Goodwill**”); and

(vi) all proceeds, products, rents and profits of or from any and all of the foregoing Trademark Collateral and, to the extent not otherwise included, all payments under insurance (whether or not Secured Party is the loss payee thereof), or any indemnity, warranty or guaranty, payable by reason of loss or damage to or otherwise with respect to any of the foregoing Trademark Collateral. For purposes of this Grant of Trademark Security Interest, the term “**proceeds**” includes whatever is receivable or received when Trademark Collateral or proceeds are sold, exchanged, collected or otherwise disposed of, whether such disposition is voluntary or involuntary.

Notwithstanding anything herein to the contrary, in no event shall the Trademark Collateral include, and Grantor shall be not deemed to have granted a security interest in, any of Grantor’s rights or interests in any license, contract or agreement to which Grantor is a party or any of its rights or interests thereunder to the extent, but only to the extent, that such a grant would, under the terms of such license, contract or agreement or otherwise, result in a breach of the terms of, or constitute a default under any license, contract or agreement to which Grantor is a party; provided, that immediately upon the ineffectiveness, lapse or termination of any such provision, the Trademark Collateral shall include, and Grantor shall be deemed to have granted a security interest in, all such rights and interests as if such provision had never been in effect.

Grantor does hereby further acknowledge and affirm that the rights and remedies of Secured Party with respect to the security interest in the Trademark Collateral granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Grantor has caused this Grant of Trademark Security Interest to be duly executed and delivered by its officer thereunto duly authorized as of the 1<sup>st</sup> day of December, 1999.

**HORSESHOE ENTERTAINMENT,  
a Louisiana limited partnership**

By: **New Gaming Capital Partnership,**  
a Nevada limited partnership  
Its General Partner

By: **Horseshoe GP, Inc.,**  
a Nevada corporation  
Its General Partner

By: \_\_\_\_\_  
Name: JACK B BINON  
Title: Pres

**SCHEDULE A  
TO  
GRANT OF TRADEMARK SECURITY INTEREST**

<u>Registered Owner</u>	United States Trademark <u>Description</u>	Registration <u>Number</u>	Registration <u>Date</u>
-------------------------	--	-------------------------------	-----------------------------

## Horseshoe Entertainment

Trademark	Country	Status	App #/Date	Reg #/Date	Class
FOOTBALL MADNESS	Arkansas	Registered	307-95 19-Oct-95	307-95 31-Oct-95	41
WINNING TIMES	Arkansas	Registered	166-96 06-Jun-96	166-96 11-Jun-96	AR 38
FOOTBALL MADNESS	Louisiana	Registered	No Number 19-Oct-95	No Number 23-Oct-95	41
HORSESHOE CASINO . HOTEL	Louisiana	Registered	932881118/24	18-Aug-94	25
HORSESHOE CASINO . HOTEL	Louisiana	Registered	932881115/21	18-Aug-94	41
HORSESHOE CASINO . HOTEL	Louisiana	Registered	932881116/22	18-Aug-94	42
HORSESHOE CASINO . HOTEL	Louisiana	Registered	942831036 18-Aug-94	942831036 18-Aug-94	TRADE NAME
HORSESHOE RIVERBOAT CASINO	Louisiana	Registered	940451117 02-Mar-94	940451117 02-Mar-94	25
HORSESHOE RIVERBOAT CASINO	Louisiana	Registered	940451121 02-Mar-94	940451121 02-Mar-94	41
HORSESHOE RIVERBOAT CASINO	Louisiana	Registered	940451124 02-Mar-94	940451124 02-Mar-94	42
HORSESHOE RIVERBOAT CASINO	Louisiana	Registered	No Number 03-Aug-95	No Number 02-Mar-94	TRADE NAME
LAS VEGAS EXCITEMENT LOUISIANA STYLE	Louisiana	Registered	No Number 03-Aug-95	No Number 23-Oct-95	41
THE BRANDING IRON	Louisiana	Registered	No Number 06-Jun-96	No Number 10-Jun-96	42
THE CAPTAIN'S TABLE	Louisiana	Registered	No Number 10-Jun-96	No Number 10-Jun-96	42
WINNING TIMES	Louisiana	Registered	No Number 06-Jun-96	No Number 10-Jun-96	16
WINNING TIMES	Texas	Registered	55737 10-Jun-96	55737 10-Jun-96	16
LAS VEGAS EXCITEMENT LOUISIANA STYLE	United States	Registered	75/009695 18-Oct-95	2045583 18-Mar-97	41
WINNING TIMES	United States	Registered	75/114454 05-Jun-96	2061301 13-May-97	16

TRADEMARK