

10-12-2001



To the Honorable Commissioner of Patents and Trademarks. Please re

1. Name of conveying party(ies): Jack B. Binion

10/04/01

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State
- Other _____

Additional name(s) of conveying parties(ies) attached: Yes No

3. Nature of Conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other _____

Execution Date: September 27, 2001

101872485 y(ies):

Name: Horseshoe Gaming Holding Corp.

Internal Address: _____

Street Address: 18454 S. West Creek Drive

City: Tinley Park State: Illinois Zip: 60477

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State of Delaware
- Other _____

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

is attached: Yes No

(Designation must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s):
2,150,944

Additional numbers attached? Yes No

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

Name: Rachel L. St. Peter

Internal Address: ICE MILLER

Street Address: One American Square, Box 82001

City: Indianapolis State: Indiana ZIP: 46282

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 09-0007

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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.

Rachel L. St. Peter

Name of Person Signing

Rachel L. St. Peter

Signature

10/1/01

Date

Total number of pages including cover sheet: 3

OMB No. 0651-0011 (exp 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

**Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231**

10/11/2001 TOIAZI 00000039 2150944
40.00 DP
01 FC:481

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231 and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503

ASSIGNMENT OF TRADEMARK

WHEREAS, JACK B. BINION, an individual (hereinafter "Assignor"), is the owner of all right, title and interest in and to the following trademark registered with the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Services</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
JACK BINION'S	Restaurant Services	2,150,944	April 14, 1998

WHEREAS, HORSESHOE GAMING HOLDING CORP., a Delaware corporation (hereinafter "Assignee"), having an address of 18454 S. West Creek Drive, Tinley Park, Illinois 60477, is desirous of acquiring the above-listed trademark, as well as all other common law rights, world-wide rights and other applications and registrations for the JACK BINION'S trademark owned by Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the JACK BINION'S trademark, together with the goodwill of the business associated with or symbolized by said mark, and any and all common law rights, world-wide rights and other applications or registrations for such marks owned by Assignor, and including the right to sue and collect damages for any past infringements of those marks. Assignor shall also fully cooperate with Assignee in recording the assignment of such marks to Assignee, including promptly executing any and all documents necessary to record and fully effectuate this assignment.

JACK B. BINION

By: Jack B. Binion

Name

Jack B. Binion
Signature

September 27, 2001

Date

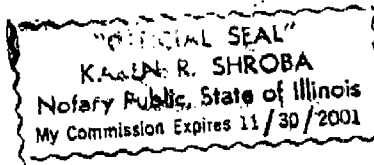
STATE OF Ill)
) SS:
COUNTY OF Will)

Subscribed and sworn to before me, a Notary Public, in and for said County and State, this
27 day of Sept 2001.

Karen R Shroba
Signature of Notary Public

Karen R. Shroba
Printed Notary Public

[NOTARY SEAL]



Notary's County of Residence:

Will

Notary's Commission Expires:

11/30/2001

#771428.1

October 1, 2001

WRITER'S DIRECT NUMBER: (317) 236-2363
internet:stpeter@icemiller.com

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231 on 10/1/01
(Date of Deposit)

Box Assignment - FEE
Commissioner of Patents
and Trademarks
Washington, D.C. 20231

Stacy Ann Webb

Printed or Typed Name of the Person Signing the Certificate

Stacy Ann Webb

Signature

October 1, 2001

Date of Signature

Re: Recordation of Assignment of Marks

Mark: JACK BINION'S
Reg. No.: 2,150,944
Registered: April 14, 1998
Our File No.: T01762-US-0 (13516.0005)

To Whom It May Concern:

Enclosed is a Form PTO - 1594, Recordation Cover Sheet for Trademarks, together with a copy of the original document attesting to the assignment of the above-referenced mark from Mr. Jack B. Binion to Horseshoe Gaming Holding Corp. Also enclosed is a check in the amount of \$40.00 for the recordation of the assignment. You are hereby authorized to charge any underpayment of fees for this filing to Deposit Account No. 09-0007. When doing so, please refer to our client number 13516.0005.

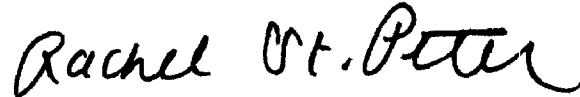
To the best of the undersigned's knowledge and belief, the document submitted for recording is a true copy of the original document.

Please acknowledge receipt of the enclosed materials by stamping and returning the enclosed self-addressed postcard.

Please record this assignment at your earliest convenience. Please feel free to call the undersigned if you have any questions regarding this filing.

Respectfully submitted,

ICE MILLER

A handwritten signature in black ink that reads "Rachel St. Peter". The signature is written in a cursive style with a large, stylized "P" at the end.

Rachel L. St. Peter

RLS/ckm

Enclosures: Form PTO 1594 and attachment
Check in the amount of \$40.00
Return Postcard

cc: Dominic Polizzotto
Chris Corrado
John F. Prescott, Jr.

877596.1