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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

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

1. Name of conveying party(ies): 12-3101 Players Entertainment, Inc.
Individual(s) Association
General Partnership Limited Partnership
[X] Corporation-State Nevada
Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Players International, Inc.
Internal Address: c/o Harrah's Entertainment, Inc.
Street Address: One Harrah's Court
City: Las Vegas State: NV Zip: 89119
Individual(s) citizenship
Association
General Partnership
Limited Partnership
[X] Corporation-State Nevada
Other
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
[X] Assignment Merger
Security Agreement Change of Name
Other
Execution Date: October 19, 2001

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s) 2,315,004
Additional number(s) attached Yes No

6. Total number of applications and registrations involved:
7. Total fee (37 CFR 3.41) \$ 40.00
Enclosed
[X] Authorized to be charged to deposit account

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Jane Tyler
Internal Address: Harrah's Service Center
Street Address: 1023 Cherry Road
City: Memphis State: TN Zip: 38117

8. Deposit account number: 501436
(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.

Jane E. Tyler
Name of Person Signing

Jane E. Tyler
Signature

10-25-01
Date

Total number of pages including cover sheet, attachments, and document: 3

01/07/2002 DBYRNE 00000103 501436 2315004

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Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002417 FRAME: 0719

**ASSIGNMENT OF TRADEMARK**  
*(Federal Registrations/Applications)*

WHEREAS, Players Entertainment, Inc., a corporation duly organized and existing under the laws of the State of Nevada, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is the owner of a certain service mark and has acquired goodwill associated with and symbolized by said mark; and

WHEREAS, Players Entertainment, Inc. is the owner of a registration relating to said mark in the United States Patent and Trademark Office, registration as set out below:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Players Prefer the Island	2,315,004	02/01/2000

WHEREAS, Players International, Inc., a corporation duly organized and existing under and by virtue of the laws of the State of Nevada, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is desirous of acquiring all of the right, title and interest in and to said mark and the registration thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Player's Entertainment, Inc. does hereby transfer and assign to Players International, Inc. all of its right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the registration thereof herein before listed.

Players Entertainment, Inc.

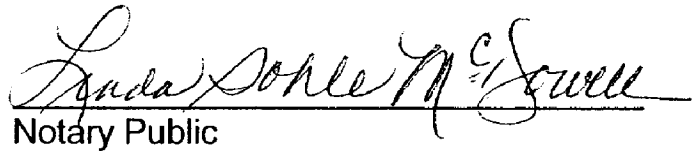
By: Brad L. Kerby  
Brad L. Kerby, Secretary

Date: 19 Oct 2001

STATE OF NEVADA)  
COUNTY OF CLARK)

Personally appeared before me the above named Brad L. Kerby, known or proved to me to be the same person who executed the foregoing instrument and to be the Secretary of Players Entertainment, Inc. and acknowledged to me that he executed the same as his free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this 19<sup>th</sup> day of October, 2001.

  
Notary Public

My Commission expires Feb 12, 2003.

