

12/19/01

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Form PTO-1594

(Rev. 03/01)

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Tab settings

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

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

1. Name of conveying party(ies):

Robinson Property Group Limited Partnership

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

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of conveyance:

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

Execution Date: December 13, 2001

2. Name and address of receiving party(ies)

Name: Fantasy Inc.

Internal Address:

Street Address: 2600 Tenth Street

City: Berkeley State: CA Zip: 94710

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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,148,837

Additional number(s) attached  Yes  No

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

Name: Marc E. Fineman

Internal Address: Kegan & Kegan, Ltd.

Street Address: 79 W. Monroe St. #1320

City: Chicago State: IL Zip: 60603-4969

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41).....\$ 40

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

11-0330

DO NOT USE THIS SPACE

9. Signature.

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Marc E. Fineman  
Name of Person Signing

40.00 OP

Signature

December 19, 2001

Date

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

2

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

TRADEMARK  
REEL: 002424 FRAME: 0119

**RECORDATION FORM COVER SHEET—CONTINUATION  
TRADEMARKS ONLY**

Item 1—Continuation

Additional Conveying Party:

Horseshoe Gaming Holding Corporation (successor to Horseshoe Gaming LLC),  
a Delaware corporation

# BLUESVILLE TRADEMARK LICENSE

This Agreement is effective on the date the last party signs and is by and between Fantasy Inc., a Delaware corporation with business address at 2600 Tenth Street, Berkeley, California 94710, phone 800-227-0466, fax 510-486-2015 (Licensor), Robinson Property Group Limited Partnership, a Mississippi limited partnership with business address at 1021 Casino Center Drive, Robinsonville, Mississippi 38644, phone 800-303-7463, fax 662-357-5640 (RPG) and Horseshoe Gaming Holding Corporation (successor to Horseshoe Gaming LLC), a Delaware corporation with business address at 18454 South West Creek Drive, Tinley Park, Illinois 60477, phone 708-429-8300, fax 708-429-8395 (HG) (RPG and HG collectively Licensee).

WHEREAS, Licensor owns the BLUESVILLE and BLUESVILLE (Stylized) trademarks (the Marks), United States trademark registrations for the Marks (@2,148,837 and 1,537,289), and foreign trademark rights and registrations for the Marks.

WHEREAS, Licensee wishes to use the Marks in connection with the operation of (a) a blues museum, and (b) an integrated concert hall, nightclub and restaurant in Robinsonville, Mississippi.

NOW, THEREFORE, in consideration of the foregoing and of the mutual promises set forth, the parties agree as follows. [redacted]

## 19. ASSIGNMENT

For good and valuable consideration, receipt of which is acknowledged, Licensee assigns to Licensor, as of the effective date of this Agreement, and to the extent owned by Licensee, all goodwill, rights, title and interest in and to the Marks.

[redacted]

IN WITNESS WHEREOF, the parties have executed this Agreement.

Fantasy Inc.

By: William C. Belmont

Name: WILLIAM C. BELMONT

Title: VP

Date: 12/13/01

Robinson Property Group Limited Partnership  
HORSESHOE GP INC. (a subsidiary of RPG)

By: Dominic F. Polizzotto

Name: DOMINIC F. POLIZZOTTO

Title: Senior Vice President

Date: October 4, 2001

Horseshoe Gaming Holding Corporation

By: Dominic F. Polizzotto

Name: DOMINIC F. POLIZZOTTO

Title: Senior Vice President

Date: October 4, 2001