

1-2302



To the Honorable Commissioner c

101955019

ie attached original documents or copy hereof.

1. Name of conveying party(ies):

Bally's Park Place, Inc.

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

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

2. Name and address of receiving party(ies):

Name: PARK PLACE ENTERTAINMENT CORPORATION

Address: 3930 Howard Hughes Parkway
Las Vegas, Nevada 89109

- 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) & addresses attached?

Yes No

3. Nature of conveyance:

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

Execution Date: January 18, 2002

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,159,687 1,572,506

Additional Numbers attached? Yes No

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

Name: Patrick Boisson

Internal Address: Fross Zelnick Lehrman & Zissu, P.C.

Street Address: 866 United Nations Plaza

City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:.....2

7. Total fee (37 CFR 3.41) \$ 65.00

- Enclosed
 - Authorized to be charged to deposit account
- (Only if total fee is not sufficient)

8. Deposit account number:

23-0825-0576900

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

01/24/2002 DBYRNE 00000001 230825 2159687

01 FC:481 40.00 CH
02 FC:482 25.00 CH

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.

Patrick Boisson
Name of Person Signing

Boisson
Signature

1/22/2002
Date

Total number of pages comprising cover sheet: _____

JAN. 17. 2002 9:51PM

NO. 0477 P. 3

ASSIGNMENT

WHEREAS, Bally's Park Place, Inc., a corporation organized and existing under the laws of New Jersey located at Park Place & The Boardwalk, Atlantic City, New Jersey 08401 ("Assignor"), is the owner of the following trademarks (hereinafter, the "Trademarks");

TRADEMARK	U.S. REGISTRATION NO.
LOS TRES HOMBRES CANTINA	2,159,687
MVP	1,572,506

and **WHEREAS**, Park Place Entertainment Corporation, a corporation organized and existing under the laws of Delaware located at 3930 Howard Hughes Parkway, 4th Floor, Las Vegas, Nevada 89109 ("**Assignee**"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged. Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

BALLY'S PARK PLACE, INC.

By: 

Name: BERNARD E. DEBURY

Title: SR. VICE PRESIDENT

Date of Signature: JANUARY 18, 2002

\\ccary\B-e\020117 8901671, 9609477 - assignment of MVP and LOS TRES - cac.doc

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

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LAUREN MANDELL

Docket No.

BPP 8901961

BY HAND

Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

Attn: Assignment Branch

Re: Recordal of Assignment against U.S. Trademark Reg. Nos. 2,159,687 and 1,572,506
From: Bally's Park Place, Inc.
To: Park Place Entertainment Corporation
(Our Ref: B-E USA TA-8901961; B-E USA TA-9609477 LEA)

Dear Sirs:

Please record the enclosed assignment document against the 2 (two) U.S. trademarks listed in the recordation form cover sheet.

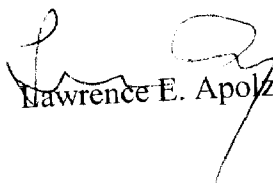
For this purpose we enclose the following:

1. Trademark Assignment
2. Recordation form cover sheet
3. Please charge our deposit Account No. 23-0825-0576900 for the filing fee of \$65 in connection with this matter.

Should this fee be insufficient, or should any additional fees be required in the future in connection with this registration, please charge our deposit Account No. 23-0825-0576900 with any deficiency.

We look forward to receiving confirmation that the assignment has been duly recorded.

Respectfully submitted,


Lawrence E. Apolzon

LEA/cc

Attachments

E:\ccary\B-c\020122 8901671. 9609477 - assignment cover letter - cac.doc

RECORDED: 01/23/2002

**TRADEMARK
REEL: 002428 FRAME: 0938**