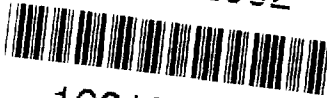


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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): Harveys Casino Resorts, a Nevada corporation One Harrah's Court, Las Vegas, NV 89119 f u d Individual(s) Association General Partnership Limited Partnership Corporation-State Other Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: Harrah's Las Vegas, Inc. Internal Address: Corporate Law Department Street Address: One Harrah's Court City: Las Vegas State: NV Zip: 89119 Individual(s) citizenship Association General Partnership Limited Partnership 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: Assignment Merger Security Agreement Change of Name Other Execution Date: May 7, 2002

4. Application number(s) or registration number(s): A. Trademark Application No.(s) 76/358694 B. Trademark Registration No.(s) Additional number(s) attached Yes No

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

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: 501436 TRADEMARK SECTION

DO NOT USE THIS SPACE

9. Signature. Jane E. Tyler, Assistant Secretary Name of Person Signing Signature Date July 29, 2002 Total number of pages including cover sheet, attachments, and document: 3

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

08/08/2002 LNUJELLER 00000262 501436 76358694 01 FC:481 40.00 CN

TRADEMARK REEL: 002558 FRAME: 0529

**ASSIGNMENT OF TRADEMARK**  
*(Federal Application)*

WHEREAS, Harveys Casino Resorts, 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 certain service marks and has acquired goodwill associated with and symbolized by said marks; and

WHEREAS, Harveys Casino Resorts is the owner of an application relating to the said marks in the United States Patent and Trademark Office, application information is as follows:

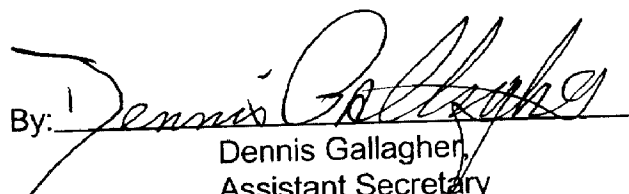
<i>Description of Mark</i>	<i>Application Number</i>	<i>Application Date</i>
Reel Rewards	76/358694	1/15/2002

WHEREAS, Harrah's Las Vegas, 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 marks and the registrations thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Harveys Casino Resorts does hereby transfer and assign to Harrah's Las Vegas, Inc. all of its right, title and interest in and to the said marks together with the goodwill of the business symbolized by the marks, and the registrations thereof herein before listed.

HARVEYS CASINO RESORTS

By: \_\_\_\_\_

  
Dennis Gallagher,  
Assistant Secretary

Date: \_\_\_\_\_

5/7/02

STATE OF NEVADA)  
 )  
COUNTY OF CLARK)

Personally appeared before me the above named Dennis Gallagher, known or proved to me to be the same person who executed the foregoing instrument and to be the Assistant Secretary of Harveys Casino Resorts 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 8<sup>th</sup> day of May, 2002.

*Susan C. Schweint*  
Notary Public

My Commission expires 6/13/03.

