

04-09-2003



To the Honorable Commissioner of Patents and Trademark

y thereof.

1. Name of conveying party(ies):

Robinson Property Group Limited Partnership
128 East Fremont Street
Las Vegas, Nevada 89101

102414146

4-7-03

Name and address of receiving party(ies):

Name: Robinson Property Group Limited Partnership

Internal Address: _____

Street Address: 1021 Casino Center Drive

City: Robinsonville State: Mississippi Zip: 38664

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

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

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

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

3. Nature of Conveyance:

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

Execution Date: March 28, 2003

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

A. Trademark Application No.(s)

B. Trademark registration No.(s):

2,004,892; 2,004,893

Additional numbers attached? Yes No

FINANCE SECTION
MAR 7 7 29

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: _____

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

- 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 St Peter
Signature

3/31/03 -
Date

Total number of pages including cover sheet: 4

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

Do not detach this portion

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

04/08/2003 ECOOPER 00000133 2004892

01 TC:8521
02 TC:8522

40.00 OP
25.00 OP

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

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

1142204

TRADEMARK

REEL: 002707 FRAME: 0782

ASSIGNMENT OF TRADEMARKS

WHEREAS, Robinson Property Group Limited Partnership, a Nevada limited partnership, with its principal place of business at 128 East Fremont Street, Las Vegas, Nevada 89101 ("Assignor"), is the owner of all right, title, and interest in and to the trademarks set forth in Schedule A attached hereto that are pending; or registered with the United States Patent and Trademark Office and the state trademarks set forth in Schedule B attached hereto (collectively, the "Trademarks");

WHEREAS, all the entities that owned interests in Assignor's Managing General Partner, Horseshoe Mississippi Capital Partnership, a Nevada limited partnership ("HMCP"), contributed their interests in HMCP to Horseshoe Gaming, LLC, a Delaware limited liability company ("HGL");

WHEREAS, by operation of law HMCP ceased to exist as it is solely owned by HGL;

WHEREAS, HGL is now Assignor's Managing General Partner;

WHEREAS, Robinson Property Group Limited Partnership, a Mississippi limited partnership having its principal place of business at 1021 Casino Center Drive, Robinsonville, Mississippi 38664 ("Assignee"), desires to acquire all of Assignor's right, title, and interest in and to the Trademarks, as well as all other common law rights, world-wide rights, and other applications and registrations for the Trademarks owned by Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys *nunc pro tunc* as of August 5, 1996 to Assignee all of Assignor's right, title, and interest in and to the Trademarks, together with the goodwill of the business associated with or symbolized by the Trademarks, and any and all common law rights, world-wide rights, and other applications or registrations for such Trademarks owned by Assignor, and the right to sue and collect damages for any past infringement of those Trademarks.

**Robinson Property Group Limited Partnership,
a Nevada limited partnership**

By: Horseshoe Gaming, LLC

Its: Managing General Partner

By:



Jack Binion
Manager

SCHEDULE A

Assignment of Trademarks

from

Robinson Property Group Limited Partnership, a Nevada Limited Partnership

to

Robinson Property Group Limited Partnership, a Mississippi Limited Partnership

<u>Mark</u>	<u>Serial No./Reg. No.</u>	<u>Reg. Date</u>
THE BEST DEAL FOR THE MONEY	74/732,356	-----
THE FRIENDLIEST FOLKS ON THE RIVER	74/570,663	-----
THE FRIENDLIEST FOLKS ON THE RIVER	74/570,575	-----
YOUR BEST BET	1,967,424	4/9/96

SCHEDULE B

Assignment of Trademarks

from

Robinson Property Group Limited Partnership, a Nevada Limited Partnership

to

Robinson Property Group Limited Partnership, a Mississippi Limited Partnership

Mississippi

Mark

THE BEST DEAL FOR THE MONEY

Tennessee

Mark

THE BEST DEAL FOR THE MONEY