

10-24-2003

9-26-03

Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)  
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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):

Claridge at Park Place, Incorporated

- 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: 6/1/2001

2. Name and address of receiving party(ies)

Name: Park Place Entertainment Corporation  
Internal  
Address: Intellectual Property Administrator

Street Address: 3930 Howard Hughes Parkway  
City: Las Vegas State: NV Zip: 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) & address(es) attached?  Yes  No

SEP 26 2003

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,842,112 and 1,432,392

Additional number(s) attached  Yes  No

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

Name: Mr. Louis J. Nunziata

Internal Address: Intellectual Property Administrator

Street Address: 3930 Howard Hughes Parkway

City: Las Vegas State: NV Zip: 89109

6. Total number of applications and registrations involved: .....

2

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(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.

Louis J. Nunziata  
Name of Person Signing

Louis J. Nunziata  
Signature

9/24/2003  
Date

Total number of pages including cover sheet, attachments, and document: 4

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

10/23/2003 ECDOPER 00000129 1842112

01 FC:8521 40.00 OP  
02 FC:8522 25.00 OP

TRADEMARK  
REEL: 002850 FRAME: 0061

## ASSIGNMENT OF INTANGIBLE PROPERTY

ATLANTIC CITY BOARDWALK ASSOCIATES, L.P., a New Jersey limited partnership, and THE CLARIDGE AT PARK PLACE, INCORPORATED, a New Jersey corporation (collectively, "Assignor"), in consideration of Ten Dollars (\$10.00) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby assigns to PARK PLACE ENTERTAINMENT CORPORATION, a Delaware corporation having an office at 3930 Howard Hughes Parkway, Las Vegas, Nevada 89109, ("Assignee"), all right, title and interest of Assignor, if any, in and to (subject to the provisions of Section 18.14 of the Agreement of Purchase and Sale between Assignor, as sellers, and Assignee, as buyer), and to the extent transferable by this Assignment, all transferable licenses, certificates of occupancy and permits related to that certain hotel and casino commonly referred to as The Claridge Hotel and Casino and the parking facilities appurtenant thereto (collectively the "Property"), all future bookings and reservations at the Property, all transferable telephone exchange numbers at the Property, all intangible personal property relating to the ownership, construction, renovation, operation and leasing of the Property, including, without limitation, all intellectual property used in the operation thereof, the name "The Claridge Hotel and Casino," all goodwill of the Property, all accounts receivable at the Property, all assignable warranties, guaranties and other contract rights and other intangible property owned by Assignor and used in connection with the Property, if any, related to the Property or any of the above.

This Assignment of the Intangibles is made by Assignor without recourse and without any express or implied representation or warranty whatsoever.

Assignee hereby agrees to indemnify and hold Assignor harmless from and against any and all loss, cost or expense (including, without limitation, reasonable attorneys' fees) resulting by reason of the Property and/or Assignee's failure to perform any obligation assumed by the Assignee hereunder.

This Assignment and the provisions contained herein shall be binding upon and inure to the benefit of Assignor and Assignee and their respective successors and assigns.

This Assignment shall be governed by and construed in accordance with the internal laws of the State of New Jersey without regard to principles of conflict of law.

This Assignment may be executed in any number of counterparts, all of which evidence only one agreement and only one of which needs to be produced for any purpose.

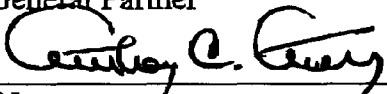
NYB 1245196.3

IN WITNESS WHEREOF, Assignor has caused this Assignment of Intangible Property to be executed as of the 1<sup>st</sup> day of June, 2001.

**ASSIGNOR:**

ATLANTIC CITY BOARDWALK  
ASSOCIATES, L.P.,  
a New Jersey limited partnership

By: AC Boardwalk Partners Corporation,  
its General Partner

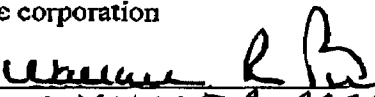
By:   
Name: Anthony C. Atchley  
Title: General Partner

THE CLARIDGE AT PARK PLACE  
INCORPORATED, a New Jersey corporation

By: \_\_\_\_\_  
Name: Frank A. Bellis, Jr.  
Title: Chief Executive Officer

**ASSIGNEE:**

PARK PLACE ENTERTAINMENT CORPORATION,  
a Delaware corporation

By:   
Name: WALLACE R. BARR  
Title: EXECUTIVE VICE PRESIDENT

IN WITNESS WHEREOF, Assignor has caused this Assignment of Intangible Property to be executed as of the 1<sup>st</sup> day of June, 2001.

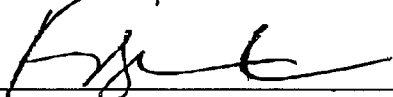
**ASSIGNOR:**

**ATLANTIC CITY BOARDWALK  
ASSOCIATES, L.P.,  
a New Jersey limited partnership**

**By: AC Boardwalk Partners Corporation,  
its General Partner**

By: \_\_\_\_\_  
Name:  
Title:

**THE CLARIDGE AT PARK PLACE  
INCORPORATED, a New Jersey corporation**

By:  \_\_\_\_\_  
Name: Frank A. Bellis, Jr.  
Title: Chief Executive Officer

**ASSIGNEE:**

**PARK PLACE ENTERTAINMENT CORPORATION,  
a Delaware corporation**

By: \_\_\_\_\_  
Name:  
Title: