

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Park Place Entertainment Corporation		01/05/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Caesars Entertainment, Inc.
Street Address:	3930 Howard Hughes Parkway
Internal Address:	Legal Department
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89109
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	1432392	COMP CARD
Registration Number:	1842112	CLARIDGE

CORRESPONDENCE DATA	
Fax Number:	(702)699-5110
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(702) 699-5052
Email:	nunziatal@caesars.com
Correspondent Name:	Caesars Entertainment, Inc.
Address Line 1:	3930 Howard Hughes Parkway
Address Line 2:	Legal Department
Address Line 4:	Las Vegas, NEVADA 89109

ATTORNEY DOCKET NUMBER:	CLARIDGE
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NAME OF SUBMITTER:	Louis J. Nunziata
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Total Attachments:	1
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CH \$65.00 1432392

CERTIFICATE OF AMENDMENT
TO THE
AMENDED AND RESTATED
CERTIFICATE OF INCORPORATION
OF
PARK PLACE ENTERTAINMENT CORPORATION

Pursuant to Section 242 of the General
Corporation Law of the State of Delaware

Park Place Entertainment Corporation, a Delaware corporation
(hereinafter called the "Corporation"), does hereby certify as follows:

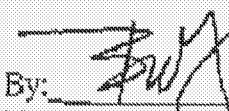
FIRST: Article I of the Corporation's Amended and Restated
Certificate of Incorporation is hereby amended to read in its entirety as set forth
below:

Article I. The name of the corporation (which is hereinafter
referred to as "the Corporation") is Caesars Entertainment, Inc.

SECOND: The foregoing amendment was duly adopted in accor-
dance with Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Certifi-
cate of Amendment to be duly executed in its corporate name this 5th day of
January, 2004.

PARK PLACE ENTERTAINMENT
CORPORATION

By: 
Name: Bernard E. DeLury, Jr.

Title: Executive Vice President,

General Counsel and Secretary

TRADEMARK