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OPR/ASSIGNMENTS

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MRD 6-1-04

06-02-2004

Electronic Version v1.1 Stylesheet Version v1.1



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SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Horsesnoe Gaming Holding Corp.		04/23/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Jack B. Binion
Street Address:	4021 Meadows Lane
Internal Address:	ാo Chad Blackham; Conway, Stuart & Woodbury
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89107
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2558343	BINIONAIRE
Registration Number:	2444446	JACK BINION
Registration Number:	2150944	JACK BINION'S
Registration Number:	2607096	JACK BINION'S
Registration Number:	2728851	JACK'S CLUB
Serial Number:	76408747	RAPID JACKS

CORRESPONDENCE DATA

Fax Number: (702)932-7825

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 7029327893

Email: kgreene@horseshoe.com

Correspondent Name: Horseshoe Gaming Holding Corp.
Address Line 1: 9921 Covington Cross Drive

Address Line 2: Attn: Karen S. Greene, VP Legal Affairs

Address Line 4: Las Vegas, NEVADA 89144

TRADEMARK
REEL: 002862 FRAME: 0515

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06-02-2004 10:16 From-HORSESHOE GAMING HOLDING CORP

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RightFAX

NAME OF SUBMITTER:

Karen S. Greene

Total Attachments: 2

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TRADEMARK

REEL: 002862 FRAME: 0516

ASSIGNMENT OF TRADEMARKS

WHEREAS, HORSESHOE GAMING HOLDING CORP., a Delaware corporation (hereinafter "Assignor"), having an address of 9921 Covington Cross Drive, Las Vegas, Nevada 89144, is the current listed owner of all right, title and interest in and to the following marks which are registered with the United States Patent and Trademark Office:

Mark	Registration No.	Description of Goods/Services
BINIONAIRE	2,558,343	Casino services
JACK BINION (signature)	2,444,446	Casino, hotel, restaurant and bar services
JACK BINION'S	2,150,944	Restaurant services
JACK BINION'S (signature)	2,607,096	Casino and gaming services; hotel, restaurant and bar services
JACK'S CLUB	2,728,851	Casino services featuring an incentive program for casino customers
RAPID JACKS	76/408,747 (Statement of Use has been accepted; Certificate of Reg. to issue shortly.)	Slot machines

WHEREAS, JACK B. BINION (hereinafter "Assignee"), is a living individual who consented to the application for and registration of the above-referenced trademarks in the name of Assignor, a company of which Assignee is and always has been the majority owner, for the purposes of business convenience during the time in which he remained the majority owner.

WHEREAS, Assignee is in the process of selling his majority interest in the Assignor company and the parties' agreement is that the above-referenced trademarks are to revert to the ownership of Assignee upon any change of control which results in Assignee no longer being the majority owner of Assignor.

WHEREAS, Assignee, in accordance with the parties' agreement, desires to receive a full assignment of all right, title and interest in and to the above-listed trademarks, together with the goodwill of the business associated with or symbolized by said trademarks, and any and all common law rights, worldwide rights and other applications or registrations for such trademarks owned by Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the above-referenced trademarks, together with the goodwill of the business associated with or symbolized by said trademarks, and any and all common law rights, worldwide rights and other applications or registrations for such trademarks owned by Assignor, and including without limitation the right to sue and collect damages for any past infringements of those 5 Г

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rademarks. Assignor shall also fully coope uch trademarks to Assignee, including pro- ecord and fully effectuate this assignment.	erate with Assignee in recording the assignment of mptly executing any and all documents necessary to
	HORSESHOE GAMING HOLDING CORP.:
	By: Norge F. Waguer
	Printed Name: Roger P. Wagner
	Its: President
	Date: April 23, 2004
	, .
STATE OF NEVADA)) SS:	
COUNTY OF CLARK)	
SUBSCRIBED TO and SWORN by Logar P. Wagner HORSESHOE GAMING HOLDING COR	as Thomas of
CIFTICIAL SEAL SION E. HEIMGARTINER NOTARY PUBLIC - STATE OF NEVADA My Comm. Expires Sept. 28, 2007 Mp. 58-5001-9	NOTARY PUBLIC

RECORDED: 06/01/2004