

MRD 6-1-04

06-02-2004

Electronic Version v1.1
Stylesheet Version v1.1



102708420

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Horseshoe Gaming Holding Corp.		04/23/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Jack B. Binion
Street Address:	4021 Meadows Lane
Internal Address:	c/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	BIONAIRE
Registration Number:	2444446	JACK BINION
Registration Number:	2150944	JACK BINION'S
Registration Number:	2807096	JACK BINION'S
Registration Number:	2728851	JACK'S CLUB
Serial Number:	76408747	RAPID JACKS

CORRESPONDENCE DATA	
Fax Number:	(702)932-7825
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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

OP \$165.00 2558343

165E

NAME OF SUBMITTER:

Karen S. Greene

Total Attachments: 2

source=TMassignmentpage1#page1.tif

source=TMassignmentpage2#page1.tif

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:

<u>Mark</u>	<u>Registration No.</u>	<u>Description of Goods/Services</u>
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.

