

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: 1		
Property Type	Number	Word Mark
Registration Number:	1426929	CLARIDGE CASINO HOTEL

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 86-02.TM
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NAME OF SUBMITTER:	Louis J. Nunziata
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Total Attachments: 1 source=ceinamechange#page1.tif
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CH \$40.00 1426929

**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:

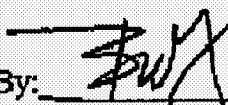
FIRST: Article I of the Corporation's Amended and Restated
Certificate of Incorporation is hereby amended to read in its entirety as set forth
below:

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