

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Harrah's License Company, LLC		09/15/2004	CORPORATION: NEVADA

RECEIVING PARTY DATA

Name:	Harrah's License Company, LLC
Composed Of:	COMPOSED OF Harrah's Operating Company, Inc., its sole member
Street Address:	One Harrah's Court
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89119
Entity Type:	Limited Liability Company: NEVADA

PROPERTY NUMBERS Total: 87

Property Type	Number	Word Mark
Registration Number:	2118116	1-800-HARRAHS
Registration Number:	2819968	BECAUSE MORE IS BETTER
Registration Number:	2267797	HARRAH'S BIGGEST NIGHTS DREAM TOUR
Registration Number:	1530198	BILL'S
Registration Number:	1533685	BILL'S LAKE TAHOE CASINO
Registration Number:	2335359	CAFE ANDREOTTI
Registration Number:	2869743	CASH SCRATCH FEVER
Registration Number:	1403496	CELEBRITY CIRCLE
Registration Number:	2020589	CLUB CAPPUCCINO
Registration Number:	2731316	CLUB CAPPUCCINO HARRAH'S
Registration Number:	2814216	ETOTAL REWARDS
Registration Number:	2070875	FANTASEA REEF
Registration Number:	2863641	FAST CASH
Registration Number:	2880289	FAST CASH

OP \$2190.00 2118116

Registration Number:	1765015	FAST CHANGE HARRAH'S
Registration Number:	2742085	FRESH MARKET SQUARE BUFFET
Registration Number:	1990167	
Registration Number:	1937292	HARRAHS
Registration Number:	2628095	HARRAHS 500
Registration Number:	1237716	HARRAH'S
Registration Number:	1067887	HARRAH'S
Registration Number:	1831759	HARRAH'S
Registration Number:	2268340	HARRAHS.COM
Registration Number:	1557294	HARRAH'S DEL RIO
Registration Number:	1295055	HARRAH'S
Registration Number:	1297101	HARRAHS
Registration Number:	1946083	HARRAHS
Registration Number:	1957088	HARRAH'S
Registration Number:	2843123	HARRAH'S
Registration Number:	2176952	HARRAH'S CASINO
Registration Number:	2057597	HARRAH'S CONSTELLATION AWARDS
Registration Number:	2485974	HARRAH'S DOUBLER
Registration Number:	2249650	HARRAH'S PASSPORT
Registration Number:	2344420	ISLAND TERRACE
Registration Number:	2432522	ISLAND TERRACE
Registration Number:	1958131	IT'S NOT JUST A GAME, IT'S THE LAW
Registration Number:	1915702	KNOW WHEN TO STOP BEFORE YOU START
Registration Number:	2673637	LOYALTY HAS ITS REWARDS
Registration Number:	1979770	MILLIONAIRE MAKER
Registration Number:	2535261	MILLIONAIRE MILLENNIUM MOMENT
Registration Number:	2175175	MORE VALUABLE THAN GOLD.
Registration Number:	2018498	NATIONAL CHAMPIONSHIP OF SLOTS
Registration Number:	2719370	OH YEAH!
Registration Number:	1855402	OPERATION BET SMART
Registration Number:	2295905	PEARL DIVER
Registration Number:	2582459	PLAY IT NOW, PLAY IT FIRST.
Registration Number:	1578228	
Registration Number:	2087604	PROJECT 21
Registration Number:	1634559	SUPPORT PROJECT 21

Registration Number:	2106068	QUICK COMP
Registration Number:	2871846	QUICK REWARDS
Registration Number:	2686230	RACINO
Registration Number:	2153855	REEL ACTION SLOT CHALLENGE
Registration Number:	2776841	REEL REWARDS
Registration Number:	2708798	REEL REWARDS
Registration Number:	2847337	REWARD CREDITS
Registration Number:	2682979	SEVEN SISTERS
Registration Number:	2287994	SPOTLIGHT ON SUCCESS
Registration Number:	1972723	STAR CASINO
Registration Number:	2277611	THE ART OF GAMING
Registration Number:	2140086	THE ART OF GAMING
Registration Number:	1928930	THE PREMIER NAME IN CASINO ENTERTAINMENT
Registration Number:	2011189	THE RANGE
Registration Number:	1536880	THE SHIP ON THE STRIP
Registration Number:	1019015	THE SUMMIT
Registration Number:	1020121	THE SUMMIT
Registration Number:	869840	THE WORLD'S GREATEST ENTERTAINERS APPEAR AT HARRAH'S
Registration Number:	2386572	TOTAL DIAMOND
Registration Number:	2131383	TOTAL GOLD
Registration Number:	2466390	TOTAL PLATINUM
Registration Number:	2476727	TOTAL REWARDS
Registration Number:	2209160	TOTAL REWARDS
Registration Number:	2830063	TOTAL REWARDS
Registration Number:	2621521	TOTAL REWARDS TREASURE HUNT
Registration Number:	2280594	TOTAL TRACK
Registration Number:	2321770	WE CARE. WE CARD.
Registration Number:	2576149	WHERE LOYALTY PAYS
Registration Number:	2091782	WHERE THE WORLD GOES TO PLAY
Registration Number:	2170168	WINET
Registration Number:	1787225	WINNING STREAK SPORTS & GAMES BAR
Serial Number:	78154762	EXPRESS PLAY
Serial Number:	76247550	HARRAH'S THREE WISHES
Serial Number:	78233160	IT'S ALL ABOUT YOU

Serial Number:	78290896	MORE
Serial Number:	78233159	MORE OPTIONS. MORE CHOICES. MORE CONTROL.
Serial Number:	78455595	WINFINDER
Serial Number:	78432194	WINNING WILL FIND YOU

CORRESPONDENCE DATA

Fax Number: (901)537-3359

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

Phone: 901-762-8755

Email: jtyler@harras.com

Correspondent Name: Jane Tyler

Address Line 1: 1023 Cherry Road

Address Line 4: Memphis, TENNESSEE 38117

NAME OF SUBMITTER:	Jane Tyler
--------------------	------------

Total Attachments: 4

source=HLV assignment page 1#page1.tif

source=hlv assignment page 2#page1.tif

source=hlv assignment page 3#page1.tif

source=hlv assignment page 4#page1.tif

ASSIGNMENT OF TRADEMARK
(Federal Registrations/Applications)

WHEREAS, Harrah's Las Vegas, Inc., a corporation duly organized and existing under the laws of the State of Nevada, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is the owner of certain trade marks and service marks and has acquired goodwill associated with and symbolized by said marks; and

WHEREAS, Harrah's Las Vegas, Inc. is the owner of registrations and applications relating to the said marks in the United States Patent and Trademark Office, registrations and applications are as set out below:

REGISTRATIONS:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
1-800-HARRAHS	2,118,116	12-02-97
Because More is Better	2,819,968	03-02-04
Biggest Nights Dream Tour	2,267,797	08-03-99
Bill's (Block)	1,530,198	03-14-89
Bill's (Design)	1,533,685	04-04-89
Cafe Andreotti	2,335,359	03-28-00
Cash Scratch Fever	2,869,743	08-03-04
Celebrity Circle	1,403,496	07-29-86
Club Cappuccino	2,020,589	12-03-96
Club Cappuccino (Design)	2,731,316	07-01-03
ETotal Rewards	2,814,216	02-10-04
Fantasea Reef	2,070,875	06-10-97
Fast Cash	2,863,641	07-13-04
Fast Cash	2,880,289	08-31-04
Fast Change	1,765,015	04-13-93
Fresh Market Square Buffet	2,742,085	07-29-03
Genie (Design)	1,990,167	07-30-96
Harrah's (Orbit Design)	1,937,292	11-21-95
Harrah's 500 (Design)	2,628,095	10-01-02
Harrah's (Block)	1,237,716	05-10-83
Harrah's (Block)	1,067,887	06-16-77
Harrah's (Block)	1,831,759	04-19-94
Harrahs.com	2,268,340	08-10-99

REGISTRATIONS:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Harrah's Del Rio	1,557,294	09-19-89
Harrah's (Design)	1,295,055	09-11-84
Harrah's (Design)	1,297,101	09-18-84
Harrah's (Design)	1,946,083	01-02-96
Harrah's (Design)	1,957,088	02-20-96
Harrah's (Stylized Script)	2,843,123	05-18-04
Harrah's Casino	2,176,952	07-28-98
Harrah's Constellation Awards	2,057,597	04-29-97
Harrah's Doubler	2,485,974	09-04-01
Harrah's Passport	2,249,650	06-01-99
Island Terrace	2,344,420	04-25-00
Island Terrace	2,432,522	03-06-01
It's Not Just a Game, It's the Law	1,958,131	02-20-96
Know When to Stop Before You Start	1,915,702	08-29-95
Loyalty Has Its Rewards	2,673,637	01-14-03
Millionaire Maker	1,979,770	06-11-96
Millionaire Millennium Moment	2,535,261	02-05-02
More Valuable Than Gold	2,175,175	07-21-98
National Championship of Slots	2,018,498	11-19-96
Oh Yeah!	2,719,370	05-27-03
Operation Bet Smart	1,855,402	09-20-94
Pearl Diver	2,295,905	11-30-99
Play It Now, Play it First	2,582,459	06-18-02
Pony Express (Design)	1,578,228	01-16-90
Project 21 (Block)	2,087,604	08-12-97
Project 21 (Design)	1,634,559	02-05-91
Quick Comp	2,106,068	10-14-97
Quick Rewards	2,871,846	08-10-04
Racino	2,686,230	02-11-03
Reel Action Slot Challenge	2,153,855	04-28-98
Reel Rewards	2,776,841	10-21-03
Reel Rewards	2,708,798	04-22-03
Reward Credits	2,847,337	06-01-04
Seven Sisters	2,682,979	02-04-03
Spotlight on Success	2,287,994	10-19-99
Star Casino	1,972,723	05-07-96
The Art of Gaming	2,277,611	09-14-99
The Art of Gaming	2,140,086	03-03-98
The Premier Name in Casino Entertainment	1,928,930	10-24-95
The Range	2,011,189	10-22-96
The Ship on the Strip	1,536,880	04-25-89
The Summit	1,019,015	08-26-75

REGISTRATIONS:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
The Summit (Design)	1,020,121	09-09-75
The World's Greatest Entertainers Appear at Harrah's	869,840	05-20-69
Total Diamond	2,386,572	09-12-00
Total Gold	2,131,383	01-20-98
Total Platinum	2,466,390	07-03-01
Total Rewards	2,476,727	08-07-01
Total Rewards	2,209,160	12-08-98
Total Rewards	2,830,063	04-06-04
Total Rewards Treasure Hunt	2,621,521	09-17-02
Total Track	2,280,594	09-28-99
We Care. We Card.	2,321,770	02-22-00
Where Loyalty Pays	2,576,149	06-04-02
Where the World Goes to Play	2,091,782	08-26-97
WINet	2,170,168	06-30-98
Winning Streak	1,787,225	08-10-93

APPLICATIONS:

<i>Description of Mark</i>	<i>Serial Number</i>	<i>Filing Date</i>
Express Play	78/154762	08-15-02
Harrah's Three Wishes	76/247550	04-27-01
It's All About You	78/233160	04-02-03
MORE	78/290896	08-22-03
More Options. More Choices. More Control.	78/233159	04-02-03
Winfinder	78/455595	07-23-04
Winning Will Find You	78/432194	06-09-04

WHEREAS, Harrah's License Company, LLC, a limited liability company duly organized and existing under and by virtue of the laws of the State of Nevada, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is desirous of acquiring all of the right, title and interest in and to said marks, including but not limited to all common law rights and

the registrations and applications set forth herein;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Harrah's Las Vegas, Inc. does hereby transfer and assign to Harrah's License Company, LLC all of its right, title and interest in and to the said marks together with the goodwill of the business symbolized by the marks, and the registrations and applications thereof herein before listed.

Harrah's Las Vegas, Inc.

By: Jane E. Tyler
Jane E. Tyler, Assistant Secretary

Date: September 15, 2004

STATE OF TENNESSEE)
COUNTY OF SHELBY)

Personally appeared before me the above named Jane E. Tyler, known or proved to me to be the same person who executed the foregoing instrument and to be an Assistant Secretary of Harrah's Las Vegas, Inc. and acknowledged to me that she executed the same as her free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this 15th day of September, 2004.

Jennifer L. Jones
Notary Public

My Commission expires ~~My Commission Expires~~ April 15, 2008

