

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Harrah's Las Vegas, Inc.		09/15/2004	CORPORATION: NEVADA

RECEIVING PARTY DATA	
Name:	Harrah's License Company, LLC
Composed Of:	COMPOSED OF Harrah's Operating Company, 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: 15

Property Type	Number	Word Mark
Registration Number:	1078615	SHOWBOAT
Registration Number:	1066734	SHOWBOAT
Registration Number:	1666140	SHOWBOAT
Registration Number:	1078106	SHOWBOAT
Registration Number:	1078105	SHOWBOAT
Registration Number:	1336012	SHOWBOAT
Registration Number:	1658559	
Registration Number:	1658560	THE TOP OF THE BOARDWALK
Registration Number:	2868364	SHOWBOAT THE MARDI GRAS CASINO
Registration Number:	2827845	MORE WINNERS, MORE FUN, THE PARTY'S JUST BEGUN!
Registration Number:	2774258	PLAY, EARN & CASH IN
Registration Number:	2810666	LAKE TAHOE'S BIG CHILL
Serial Number:	78325330	STAY, PLAY AND PARTY
Serial Number:	78455538	WORLD SERIES OF POKER

OP \$390.00 1078615

Registration Number: 2332255 THE FUN CITY CASINO!

**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@harrahs.com

Correspondent Name: Jane Tyler

Address Line 1: 1023 Cherry Road

Address Line 4: Memphis, TENNESSEE 38117

NAME OF SUBMITTER:

Jane Tyler

Total Attachments: 3

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**ASSIGNMENT OF TRADEMARK**  
*(Federal Registrations/Applications)*

WHEREAS, Harrah's Operating Company, Inc., a corporation duly organized and existing under the laws of the State of Delaware, 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 Operating Company, 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>
Showboat (Block)	1078615	11/29/1997
Showboat (Block)	1066734	5/31/1997
Showboat (Script)	1666140	11/26/1991
Showboat (Boat Design)	1078106	11/22/1997
Showboat (Building Design)	1078105	11/22/1997
Showboat (Design – Half Flower)	1336012	5/14/1985
Showboat (Boat Design)	1658559	9/24/1991
The Top of the Boardwalk	1658560	9/24/1991
The Fun City Casino	2332255	3/21/2000
Showboat (Marquee Design)	2868364	8/3/2004
More Winners, More Fun, The Party's Just Begun!	2827845	3/30/2004
Play, Earn and Cash In (Block)	2774258	10/14/2003
Lake Tahoe's Big Chill	2810666	2/3/2004

**APPLICATIONS :**

<b>Description of Mark</b>	<b>Serial Number</b>	<b>Filing Date</b>
Stay, Play and Party	78/325330	11/10/2003
World Series of Poker (Chip Design)	78/455538	7/23/2004

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 Operating Company, 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 Operating Company, Inc.

By:   
Jane E. Tyler, Assistant Secretary

Date: September 15, 2004

