

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet 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 |
|-----------------------|--|

|                        |          |                |                     |
|------------------------|----------|----------------|---------------------|
| CONVEYING PARTY DATA   |          |                |                     |
| Name                   | Formerly | Execution Date | Entity Type         |
| Harveys Casino Resorts |          | 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: 9 |         |  |
|---------------------------|---------|--|
| Property Type             | Number  | Word Mark                                |
| Registration Number:      | 2618933 | HARVEYS, A NATURAL ADVANTAGE             |
| Registration Number:      | 2558258 | BLUFFS RUN                               |
| Registration Number:      | 2240209 | HARVEYS CASINO HOTEL YOU CAN HAVE IT ALL |
| Registration Number:      | 2136358 | THE ULTIMATE BUFFET                      |
| Registration Number:      | 2184430 | KA-CHING                                 |
| Registration Number:      | 1878054 | THE PARTY'S AT HARVEYS                   |
| Registration Number:      | 2038045 | HARVEYS                                  |
| Registration Number:      | 2026250 | HARVEYS                                  |
| Registration Number:      | 2666369 | BIGGER VALUE. BETTER TIME.               |

|  |                    |
|--|--------------------|
| CORRESPONDENCE DATA  |                    |
| Fax Number:  | (901)537-3359      |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                    |
| Phone:   | 901-762-8755       |
| Email:   | jtyler@harrahs.com |
| Correspondent Name:  | Jane Tyler         |

OP \$240.00 2618933

Address Line 1: 1023 Cherry Road  
Address Line 4: Memphis, TENNESSEE 38117

NAME OF SUBMITTER: Jane Tyler

Total Attachments: 2  
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**ASSIGNMENT OF TRADEMARK**  
*(Federal Registrations/Applications)*

WHEREAS, Harveys Casino Resorts, 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, Harveys Casino Resorts is the owner of registrations relating to the said marks in the United States Patent and Trademark Office, registrations are as set out below:

**REGISTRATIONS:**

| <i>Description<br/>of Mark</i>           | <i>Registration<br/>Number</i> | <i>Registration<br/>Date</i> |
|--|--------------------------------|------------------------------|
| Harveys, A Natural Advantage (Block)     | 2618933                        | 9/10/2002                    |
| Bluffs Run (Block)                       | 2558258                        | 4/9/2002                     |
| Harveys Casino Hotel You Can Have It All | 2240209                        | 4/20/1999                    |
| The Ultimate Buffet (Block)              | 2136358                        | 2/10/1998                    |
| Ka-Ching                                 | 2184430                        | 8/25/1998                    |
| The Party's at Harveys (Block)           | 1878054                        | 2/7/1995                     |
| Harveys (Design)                         | 2038045                        | 2/18/1997                    |
| Harveys (Block)                          | 2026250                        | 12/31/1996                   |
| Bigger Value. Better Time.               | 2666369                        | 12/24/2002                   |

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 set forth herein;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Harveys Casino Resorts 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 thereof herein before listed.

Harveys Casino Resorts

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 Harveys Casino Resorts 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

