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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
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

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

TRADEMARK REEL: 002960 FRAME: 0704

900014384

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

NAME OF SUBMITTER: Jane Tyler

Total Attachments: 2

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TRADEMARK REEL: 002960 FRAME: 0705

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:

Description of Mark	Registration Number	Registration Date
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

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Page 1 of 2

with the goodwill of the business symbolized by the marks, and the registrations thereof herein before listed.

Harveys Casino Resorts

Date: September 15, 2004

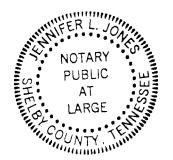
STATE OF TENNESSEE) COUNTY OF SHELBY)

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.

My Commission expires

My Commission Expires April 15, 2008



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Page 2 of 2

TRADEMARK

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