

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
Horseshoe License Company		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: 11		
Property Type	Number	Word Mark
Registration Number:	1025395	WORLD SERIES OF POKER
Registration Number:	2119064	WORLD SERIES OF POKER
Registration Number:	1970151	TRY OUR BRAND OF FUN
Registration Number:	1978543	WHERE LEGENDS ARE MADE AND MILLIONS ARE PAID
Registration Number:	1943260	GIFT HORSE
Registration Number:	1839688	HORSESHOE
Registration Number:	1839764	HORSESHOE
Registration Number:	2141139	H
Registration Number:	2266021	DOUBLE PAY JACKPOTS
Registration Number:	2178896	WHERE MILLIONS ARE PLAYED AND LEGENDS ARE MADE
Registration Number:	2218774	WHERE WINNERS BELONG!

CORRESPONDENCE DATA	
Fax Number:	(901)537-3359
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	

OP \$290.00 1025395

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: 2

source=horseshoe license assignment p 1#page1.tif

source=horseshoe license assignment p 2#page1.tif

ASSIGNMENT OF TRADEMARK
(Federal Registrations/Applications)

WHEREAS, Horseshoe License Company, 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, Horseshoe License Company 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 of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
World Series of Poker (Block)	1025395	11/18/1975
World Series of Poker (Block)	2119064	12/9/1997
Try Our Brand of Fun (Block)	1970151	4/23/1996
Where Legends are Made and Millions are Paid	1978543	6/4/1996
Gift Horse (Block)	1943260	12/19/1995
Horseshoe (Block)	1839688	6/14/1994
Horseshoe (Block)	1839764	6/14/1994
H (H in Horseshoe Design)	2141139	3/3/1998
Double Pay Jackpots (Block)	2266021	8/3/1999
Where Millions are Played and Legends are Made	2178896	8/4/1998
Where Winners Belong! (Block)	2218774	1/19/1999

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, Horseshoe License Company 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.

Horseshoe License Company

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

Date: September 15, 2004

TATE 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 Horseshoe License Company 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~~

