

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Horseshoe Gaming Holding Corp.		09/15/2004	CORPORATION: DELAWARE

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: 18

Property Type	Number	Word Mark
Registration Number:	2312618	CAFE SONOMA
Registration Number:	2323248	CAFE SONOMA
Registration Number:	2567003	
Registration Number:	2704324	HORSESHOE'S BIKE NITE
Registration Number:	2704322	HORSESHOE'S BIKE NITE
Registration Number:	2635950	MID-AMERICA POKER CLASSIC
Registration Number:	2494375	REAL PLAYERS. REAL ACTION.
Registration Number:	2726864	HOME OF THE BEST ODDS, HIGHEST LIMITS AND BIGGEST JACKPOTS
Registration Number:	2829388	FOUR WINDS
Registration Number:	2829389	FOUR WINDS
Registration Number:	2101797	WINNERS CIRCLE
Registration Number:	2628987	THE MORE YOU PLAY THE MORE WE PAY
Registration Number:	2530787	YASMIN'S
Registration Number:	2566907	YASMIN'S

OP \$465.00 2312618

Registration Number:	2473981	WINNERS CIRCLE
Registration Number:	2221012	VILLAGE SQUARE
Registration Number:	2472115	THE MORE YOU PLAY THE MORE WE'LL PAY
Registration Number:	2360571	INNER CIRCLE

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
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Total Attachments: 2

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ASSIGNMENT OF TRADEMARK
(Federal Registrations/Applications)

WHEREAS, Horseshoe Gaming Holding Corp., 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, Horseshoe Gaming Holding Corp. 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>
Café Sonoma (Block)	2312618	1/25/2000
Café Sonoma (Design)	2323248	2/29/2000
Horseshoe (Upright Horseshoe Design)	2567003	5/7/2002
Horseshoe's Bike Nite (Block)	2704324	4/8/2003
Horseshoe Bike Nite (Design)	2704322	4/8/2003
Mid-America Poker Classic (Block)	2635950	10/15/02
Real Players. Real Action. (Block)	2494375	10/2/2001
Home of the Best Odds, Highest Limits and Biggest Jackpots	2726864	6/17/2003
Four Winds (Design)	2829388	4/6/2004
Four Winds (Block)	2829389	4/6/2004
Winners Circle (Block)	2101797	9/30/1997
The More You Play The More We Pay	2628987	10/1/2002
Yasmin's (Block)	2530787	1/15/2002
Yasmin's (Design)	2566907	5/7/2002
Winners Circle (Block)	2473981	7/31/2001
Village Square (Block)	2221012	1/26/1999
The More You Play the More We'll Pay	2472115	7/24/2001
Inner Circle (Block)	2360571	6/20/2000

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 Gaming Holding Corp. 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 Gaming Holding Corp.

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 Horseshoe Gaming Holding Corp. 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

