

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Horseshoe Entertainment		09/15/2004	PARTNERSHIP: LOUISIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Harrah's License Company, LLC		
<b>Composed Of:</b>	COMPOSED OF Harrah's Operating Company, Inc., its sole member		
<b>Street Address:</b>	One Harrah's Court		
<b>City:</b>	Las Vegas		
<b>State/Country:</b>	NEVADA		
<b>Postal Code:</b>	89119		
<b>Entity Type:</b>	Limited Liability Company: NEVADA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2045583	LAS VEGAS EXCITEMENT LOUISIANA STYLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(901)537-3359		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	901-762-8755		
<b>Email:</b>	jtyler@harrahs.com		
<b>Correspondent Name:</b>	Jane Tyler		
<b>Address Line 1:</b>	1023 Cherry Road		
<b>Address Line 4:</b>	Memphis, TENNESSEE 38117		
<b>NAME OF SUBMITTER:</b>	Jane Tyler		
<b>Total Attachments: 2</b>			
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OP \$40.00 2045583

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

WHEREAS, Horseshoe Entertainment, a Louisiana partnership duly organized and existing under the laws of the State of Louisiana, 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 Entertainment 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>
Las Vegas Excitement Louisiana Style	2045583	3/18/1997

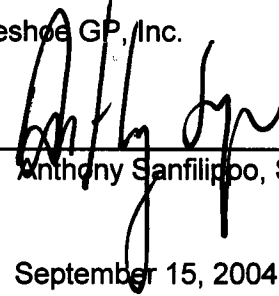
WHEREAS, Harrah's License Company, LLC, a limited liability company duly organized and existing under and by virtue of the laws of the State of Nevada, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is desirous of acquiring all of the right, title and interest in 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 Entertainment 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 Entertainment

By: New Gaming Capital Partnership, General Partner

By: Horseshoe GP, Inc.


By:   
Anthony Sanfilippo, Senior Vice President

Date: September 15, 2004

STATE OF TENNESSEE )  
  )  
COUNTY OF SHELBY )

Personally appeared before me the above named Anthony Sanfilippo, known or proved to me to be the same person who executed the foregoing instrument and to be a Senior Vice President of Horseshoe GP, Inc. and acknowledged to me that he executed the same as his 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.

  
Notary Public

My Commission Expires April 15, 2008  
My Commission expires \_\_\_\_\_

