

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
Robinson Property Group, Limited Partnership		09/15/2004	LIMITED PARTNERSHIP: MISSISSIPPI

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:

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	2083671	HOME OF BEST ODDS HIGHEST LIMITS
Registration Number:	2099063	HOME OF LOOSEST SLOTS AND BIGGEST JACKPOTS
Registration Number:	2004892	THE FRIENDLIEST FOLKS ON THE RIVER
Registration Number:	2004893	THE FRIENDLIEST FOLKS ON THE RIVER

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

Total Attachments: 2

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TRADEMARK
REEL: 002961 FRAME: 0670

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ASSIGNMENT OF TRADEMARK
(Federal Registrations/Applications)

WHEREAS, Robinson Property Group, Limited Partnership, a Mississippi limited partnership duly organized and existing under the laws of the State of Mississippi, 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, Robinson Property Group, Limited Partnership 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>
Home of the Best Odds Highest Limits	2083671	7/29/1997
Home of Loosest Slots and Biggest Jackpots	2099063	9/23/1997
The Friendliest Folks on the River	2004892	10/1/1996
The Friendliest Folks on the River	2004893	10/1/1996

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, Robinson Property Group, Limited Partnership 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.

Robinson Property Group, Limited Partnership

By: Horseshoe GP, Inc., General Partner

By: Anthony Sanfilippo
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.

My Commission Expires April 15, 2008

Jennifer L. Jones
Notary Public

My Commission expires _____

