

**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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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Harrah's Atlantic City, Inc.		09/15/2004	CORPORATION: NEW JERSEY

<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: 4</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	1428828	THE BETTER ATLANTIC CITY
Registration Number:	1426904	THE BETTER ATLANTIC CITY
Registration Number:	1502650	THE BETTER PEOPLE
Registration Number:	1670914	WILLIAM FISK'S SEAFOOD COMPANY

<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
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Total Attachments: 2

**900014425**

**TRADEMARK  
 REEL: 002961 FRAME: 0679**

**OP \$115.00 1428828**

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

WHEREAS, Harrah's Atlantic City, Inc., a corporation duly organized and existing under the laws of the State of New Jersey, 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, Harrah's Atlantic City, Inc. 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>
The Better Atlantic City (Block)	1428828	2/10/1987
The Better Atlantic City (Block)	1426904	1/27/1987
The Better People (Block)	1502650	8/30/1988
William Fisk's Seafood Company	1670914	12/31/1991

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, Harrah's Atlantic City, Inc. 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.

Harrah's Atlantic City, Inc.

By: *Anthony D. McDuffie*  
Anthony D. McDuffie, Assistant Secretary

Date: September 15, 2004

STATE OF TENNESSEE )  
COUNTY OF SHELBY )

Personally appeared before me the above named Anthony D. McDuffie, known or proved to me to be the same person who executed the foregoing instrument and to be an Assistant Secretary of Harrah's Atlantic City, 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 \_\_\_\_\_.

