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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
Harrah's Atlantic City, Inc.		109/15/2004	CORPORATION: NEW JERSEY

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: 4

Property Type	Number	Word Mark
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

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

TRADEMARK REEL: 002961 FRAME: 0679

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TRADEMARK REEL: 002961 FRAME: 0680

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:

Description of Mark	Registration Number	Registration Date
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

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before listed.

Harrah's Atlantic City, Inc.

Anthony D. McDuffie, Assistant Secretary

Date: September 15, 2004

STATE OF TENNESSEE)
COUNTY OF SHELBY

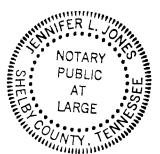
Personally appeared before me the above named Anthony D. McDuffie, known or proved to me to be the same person who executed the foregoing instrument and to be an Assistant Secretary of Harrah's Atlantic City, Inc. and acknowledged to me that he executed the same as his free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this 15th day of September, 2004.

My Commission Expires April 15, 2008

Notary Public

My Commission expires _____



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RECORDED: 10/22/2004

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