

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 New Orleans Management Company		09/15/2004	CORPORATION: NEVADA

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: 1

Property Type	Number	Word Mark
Registration Number:	2427528	JUST ONE MORE REASON TO LOVE NEW ORLEANS.

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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OP \$40.00 2427528

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TRADEMARK
REEL: 002961 FRAME: 0697

ASSIGNMENT OF TRADEMARK
(Federal Registrations/Applications)

WHEREAS, Harrah's New Orleans Management Company, a corporation duly organized and existing under the laws of the State of Nevada, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is the owner of a certain service mark and has acquired goodwill associated with and symbolized by said mark; and

WHEREAS, Harrah's New Orleans Management Company is the owner of a registration relating to the said mark in the United States Patent and Trademark Office, registration is as set out below:

REGISTRATIONS:

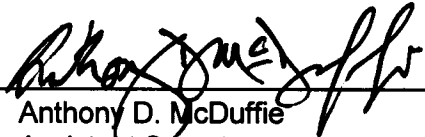
<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Just One More Reason to Love New Orleans. (Block)	2427528	2/6/2001

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 mark, including but not limited to all common law rights and the registration set forth herein;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Harrah's New Orleans Management Company does hereby transfer and assign to Harrah's License Company, LLC all of its right, title and interest in and to the said mark together with the goodwill of the business symbolized by the mark, and the registration

registration thereof herein before listed.

Harrah's New Orleans Management Company

By: 
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 New Orleans Management Company 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 _____.

