

**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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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Players International, LLC		09/15/2004	Limited Liability Company: 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: 3		
Property Type	Number	Word Mark
Registration Number:	2315004	PLAYERS PREFER THE ISLAND
Registration Number:	2359109	PLAYERS ISLAND
Registration Number:	2305351	PLAYERS ISLAND

CORRESPONDENCE DATA	
Fax Number:	(901)537-3359
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>
Phone:	901-762-8755
Email:	jtyler@harrachs.com
Correspondent Name:	Jane Tyler
Address Line 1:	1023 Cherry Road
Address Line 4:	Memphis, TENNESSEE 38117

NAME OF SUBMITTER:	Jane Tyler
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Total Attachments: 2  
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OP \$90.00 2315004



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

WHEREAS, Player's International, LLC, a limited liability company 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 certain trade marks and service marks and has acquired goodwill associated with and symbolized by said marks; and

WHEREAS, Player's International, LLC. (successor in interest to Player's International, Inc. as shown on Exhibit 1 attached hereto and incorporated by reference) 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>
Players Prefer the Island	2315004	2/1/2000
Players Island (Design)	2359109	6/20/2000
Players Island (Block)	2305351	1/4/2000

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, Player's International, LLC 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.

Player's International, LLC

By: Harrah's Operating Company, Inc.,  
its sole member

By: *Anthony D. McDuffie*  
Anthony D. McDuffie  
Vice President

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 a Vice President of Harrah's Operating Company, 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 \_\_\_\_\_

