TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Deed

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Equitable Life Assurance Society of the United States		08/21/1996	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Boardwalk Regency Corporation	
Street Address:	One Harrah's Court	
City:	Las Vegas	
State/Country:	NEVADA	
Postal Code:	89119	
Entity Type:	CORPORATION: NEW JERSEY	

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	78460698	OCEAN ONE
Registration Number:	1265953	OCEAN ONE

CORRESPONDENCE DATA

Fax Number: (901)537-3359

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 9017628755

Email: jtyler@harrahs.com

Correspondent Name: Jane Tyler

Address Line 1: 1023 Cherry Road

Address Line 4: Memphis, TENNESSEE 38117

ATTORNEY DOCKET NUMBER:	OCEAN ONE
NAME OF SUBMITTER:	Jane E. Tyler
Signature:	/jane e. tyler/

TRADEMARK REEL: 003173 FRAME: 0563

900033780

55.00 extstyle 78460

9\$ dO

Date:	10/11/2005
Total Attachments: 5 source=Boardwalk Two#page1.tif source=Boardwalk Two#page2.tif source=Boardwalk Two#page3.tif source=Boardwalk Two#page4.tif source=Boardwalk Two#page5.tif	

TRADEMARK REEL: 003173 FRAME: 0564

a Magi

0033233

Consideration: 9 195000000.00 Except Code: S

Commity Sinte L?.L.S.7 Total
19513.50 48738.50 28075.80 97775.80
2071300 8610: 8878/195

Prepared by:

Scott E. Denman, Esquire

DEED

THIS DEED is given this Z1 st day of August 1996, by THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES, a New York corporation with an address at The Equitable Tower; 787 Seventh Street, 37° Floor; New York, N.Y. 10019, and EQUITABLE JVS, INC., a Delaware corporation with an address c/o Equitable Real Estate Investment Management, Inc.; 1150 Lake Hearn Drive, N.E.; Atlanta, GA 30342, as tenants in common (collectively, the "Grantor"), to BOARDWALK REGENCY CORPORATION, a New Jersey corporation, with an address at 2100 Pacific Avenue, Atlantic City, New Jersey 08461 (the "Grantee").

Transfer of Ownership. Grantor, for and in consideration of the sum of Nineteen Million Five Hundred Thousand Dollars And No Cents (\$19,500,000.00) lawful money of the United States of America, the receipt of which is hereby acknowledged by Grantee, does hereby GRANT, BARGAIN, SELL, RELEASE, CONVEY AND CONFIRM UNTO THE SAID GRANTEE, its successors and assigns forever, the Property described below.

Tax Map Reference. (N.J.S.A. 46: 15.2.1) Municipality of Atlantic City Block No. 37, Lot No. 59.

Property. The property consists of the land and all of the buildings and structures on the land in the City of Atlantic City, County of Atlantic and State of New Jersey. The legal description is:

ALL that certain lot, truct, or parcel of land and premises situate, lying, and being in the City of Atlantic City, County of Atlantic and State of New Jersey, bounded and described as follows:

BEGINNING at a point in the westerly line of Arkansas Avenue (50 feet wide), said point being distant 770.340 feet south of the southerly line of Pacific Avenue (60 feet wide), said point also being in the northerly line of the Boardwalk (60 feet wide), said line being the Inland or Interior Line of Public Park, and extending from said beginning point; thence

- (1) South 27° 28' 00" East, in and along the westerly line of Arkansas Avenue if same were extended southwardly 1229.660 feet to the Riparian Commissioners Exterior Line, 2000.00 feet south of Pacific Avenue; thence
- (2) South 62° 32' 00" West, in and along said Riparian Commissioners Exterior Line and parallel with Pacific Avenue, 40.00 feet; thence

- (3) South 27° 28' 00" East, parallel with Arkansas Avenue if same were extended southwardly, 430.00 feet to the pierhead line; thence
- (4) South 62° 32′ 00″ West, parallel with Pacific Avenue and in and along said pierhead line, 125.00 feet; thence
- (5) North 27° 28° 00" West, parallel with Arkansas Avenue if same were extended southwardly, 430.00 feet to the Riparian Commissioners Exterior Line; thence
- (6) South 62° 32' 00" West, in and along said Riparian Commissioners Exterior Line and parallel with Pacific Avenue, 35.60 feet; thence
- (7) North 27° 28' 00" West, parallel with Arkansas Avenue if same were extended southwardly, 1253.207 feet to the northerly line of the Boardwalk the Inland or Interior Line of Public Park; thence
- (8) North 69° 09' 33" East, in and along the Inland or Interior Line of Public Park, 177.117 feet to a point of curve; thence
- (9) Curving to the right in the arc of a circle having a radius of 1259.09 feet, the arc length of 24.857 feet to the point and place of BEGINNING.

CONTAINING an area of 302,803.123 square feet or 6.951 ACRES.

This description was made in accordance with a property survey prepared by Arthur W. Ponzio, Sr., P.L.S., dated June 25, 1985, project no. 9390.

TOGETHER with all the improvements now or hereafter erected on the premises above described (the "Property") and all easements, rights, appurtenances, rents, royalties, mineral, oil and gas rights and profits, water, water rights, and water stock, and all fixtures now or hereafter attached or appurtenant to the Property, all of which, including replacements and additions thereto, shall be deemed to be a part of the Property;

SUBJECT TO any and all valid and subsisting restrictions, covenants, easements, rights-of-way, mineral and royalty reservations of record, zoning laws, ordinances of municipal and/or other governmental authorities applicable to the Property; and other matters of record excepting, however, acts of Grantor other than: (a) certain easements granted to Atlantic City Electric Company and to New Jersey Bell Telephone Company, and the (b) granting of occupancy or space leases some of which are the subject of recorded memoranda (all the foregoing are hereinafter referred to as the "Permitted Encumbrances").

BEING THE SAME PREMISES that was conveyed by Millmak Associates Joint Venture, L.P., a New Jersey limited partnership, successor in interest by operation of law to Millmak Associates Joint Venture, to The Equitable Life Assurance Society of the United States, a New York corporation and to Equitable JVS, Inc., a Delaware corporation as tenants in common by Deed dated December 21, 1994 and recorded in Deed Book 5744, page 283.

2 norn130162 ξ

This is an absolute conveyance to Grantee of all right, title and interest in the Property including specifically, but without limitation, any equity or rights of redemption of Grantor in the Property and is made for fair and adequate consideration.

Promises by Granter. Granter promises that Granter has done no act to encumber the Property. This promise is called a "covenant as to granter's acts" (N.J.S.A. 46:4-6). This promise means that Granter has not allowed anyone else to obtain any legal rights which affect the Property.

Signatures. This Deed is signed by the Grantor's proper corporate officer as of the date at the top of the first page.

THE EQUITABLE LIFE ASSURANCE OF THE UNITED STATES, a New York corporation

Witness:

O Y - Llaydhaid Waxaa a

Frederick F. Buchbolz

Title

le: Investment Officer*(*

EQUITABLE JVS, INC., a Delaware corporation

Witness:

Name:

Frederick F. Buchholz

Title:

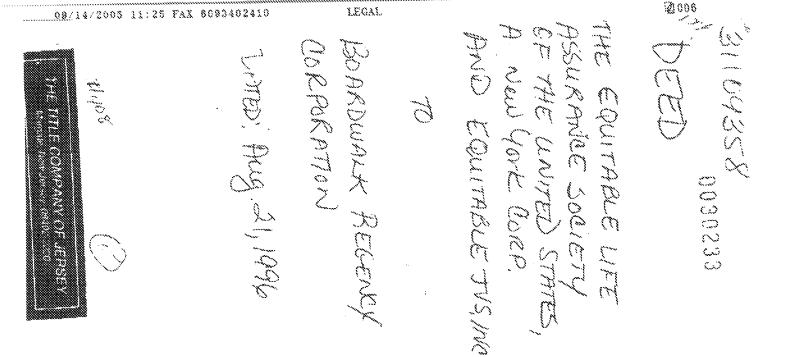
Vice President

File No. 17787.267 Doc. No. 36417 08/21/96 1:23 PM

COUNTY OF: Participation of SS:
I CERTIFY that on August 2/, 1996, Frederick F. Buchholz personally came before me and stated under oath to my satisfaction that: (a) this person was the subscribing witness to me and stated under oath to my satisfaction that: (a) this person was the subscribing witness to
who is an Investment Officer of The Equitable Life Assurance Society of the United States, the entity named in this deed and was fully authorized to and did execute this deed on its behalf; (c) this deed was made for \$19,500,00.00 as the full and actual consideration paid or to be paid for the transfer of title (such consideration is defined in N.J.S.A. 46:15-5); and (d) the subscribing witness signed this proof under oath to attest to the truth of these facts.
Signed and sworn to before me on August <u>27</u> , 1996. NOTARIAL SEAL
CAPICAL S. SEST, Notary Public Cay of Philadelphia, Phila. Compy My Commission Explores July 5 July 0 Notary Public
STATE OF: A COST CARAGE SSU
I CERTIFY that on August 21, 1996. Frederick F. Buchholz personally came before me and stated under oath to my satisfaction that: (a) this person was the subscribing witness to the signing of the attached deed; (b) this deed was signed by Frederick F. Buchholz
who is a Vice-President of Equitable JVS, Inc., the entry named in this deed and
was fully aumorized to and extend the extended and extended and some paid or to be paid for the transfer of title (such \$19,500,00.00 as the full and actual consideration paid or to be paid for the transfer of title (such consideration is defined in N.J.S.A. 46:15-5); and (d) the subscribing witness signed this proof under oath to attest to the truth of these facts.
3.00
Signed and swom to before me on August 4/, 1996.
on August

0860132144

TRADEMARK REEL: 003173 FRAME: 0568



in compliance with statute I have presented an abstract of the within to all execusors of the taxing district therein mentioned.

LORI MOONEY, Clerk

1996 AUG 26

TRADEMARK
RECORDED: 10/11/2005 REEL: 003173 FRAME: 0569