

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Park Place Entertainment Corporation		01/05/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Caesars Entertainment, Inc.		
Street Address:	One Harrah's Court		
Internal Address:	Law Department		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89119		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1677163	ANIMATIONS	
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@harrahs.com		
Correspondent Name:	Jane Tyler, Harrah's Entertainment, Inc.		
Address Line 1:	1023 Cherry Road		
Address Line 2:	Law Department		
Address Line 4:	Memphis, TENNESSEE 89119		
ATTORNEY DOCKET NUMBER:	ANIMATIONS-PPE TO CEI		
NAME OF SUBMITTER:	Jane E. Tyler		
Signature:	/jane e. tyler/		

CH \$40.00 1677163

Date:

04/24/2006

Total Attachments: 2

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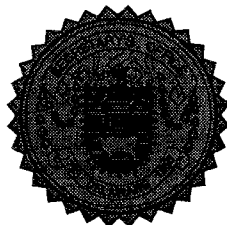
Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "PARK PLACE ENTERTAINMENT CORPORATION", CHANGING ITS NAME FROM "PARK PLACE ENTERTAINMENT CORPORATION" TO "CAESARS ENTERTAINMENT, INC.", FILED IN THIS OFFICE ON THE FIFTH DAY OF JANUARY, A.D. 2004, AT 8:38 O'CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

2906776 8100

AUTHENTICATION: 2846886

040002462

DATE: 01-05-04

TRADEMARK
REEL: 003295 FRAME: 0099

CERTIFICATE OF AMENDMENT
TO THE
AMENDED AND RESTATED
CERTIFICATE OF INCORPORATION
OF
PARK PLACE ENTERTAINMENT CORPORATION

Pursuant to Section 242 of the General
Corporation Law of the State of Delaware

Park Place Entertainment Corporation, a Delaware corporation
(hereinafter called the "Corporation"), does hereby certify as follows:

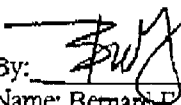
FIRST: Article I of the Corporation's Amended and Restated
Certificate of Incorporation is hereby amended to read in its entirety as set forth
below:

Article I: The name of the corporation (which is hereinafter
referred to as "the Corporation") is Caesars Entertainment, Inc.

SECOND: The foregoing amendment was duly adopted in accordance
with Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Certificate of Amendment to be duly executed in its corporate name this 5th day of
January, 2004.

PARK PLACE ENTERTAINMENT
CORPORATION

By: 

Name: Bernard E. DeLury, Jr.
Title: Executive Vice President,
General Counsel and Secretary