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 Las Vegas, Inc.		05/17/2006	CORPORATION: NEVADA

RECEIVING PARTY DATA

Name:	Harrah's License Company, LLC
Composed Of:	COMPOSED OF Harrah's Operating Company, Inc., Delaware corporation, 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:	3001127	LOUISIANA BREAD COMPANY
Registration Number:	2913850	PLAY THE WAVES
Registration Number:	2951635	SEVEN STARS CLUB

CH $90.00 3001127

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, Harrah's Entertainment, Inc.
Address Line 1: 1023 Cherry Road
Address Line 2: Law Department
Address Line 4: Memphis, TENNESSEE 38117

ATTORNEY DOCKET NUMBER:	HARRAH'S - 954

NAME OF SUBMITTER:	Jane E. Tyler
Signature:	/jane e. tyler/
Date:	06/08/2006
Total Attachments: 2 source=HLV to HLC#page1.tif source=HLV to HLC#page2.tif	

ASSIGNMENT OF TRADEMARK

(Federal Registrations/Applications)

WHEREAS, Harrah's Las Vegas, Inc., 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 certain trade marks and service marks and has acquired goodwill associated with and symbolized by said marks; and

WHEREAS, Harrah's Las Vegas, 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:

Description of Mark	***Registration Number***	***Registration Date***
Louisiana Bread Company (Design)	3,001,127	9/27/05
Play the Waves	2,913,850	12/21/04
Seven Stars Club	2,951,635	5/17/05

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 Las Vegas, 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 hereinbefore listed.

Harrah's Las Vegas, Inc.

By: _____
Jane E. Tyler, Assistant Secretary

Date: May 17, 2006

STATE OF TENNESSEE)
)
COUNTY OF SHELBY)

Personally appeared before me the above named Jane E. Tyler, known or proved to me to be the same person who executed the foregoing instrument and to be an Assistant Secretary of Harrah's Las Vegas, Inc. and acknowledged to me that she executed the same as her free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this 17th day of May, 2006.

M. G. McLAIN
Notary Public

My Commission expires 8·16·09.

M. G. McLAIN
STATE OF TENNESSEE NOTARY PUBLIC
COUNTY OF SHELBY
MY COMMISSION EXPIRES AUGUST 16, 2009

RECORDED: 06/08/2006
TRADEMARK
REEL: 003323 FRAME: 0621