

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.		08/01/2006	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		
Internal Address:	Tyler/Law		
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:	3117854	BEAT THE HOUSE	
CORRESPONDENCE DATA			
Fax Number:	(901)359-3359		
	<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 E. Tyler, Harrah's Entertainment		
Address Line 1:	1023 Cherry Road		
Address Line 2:	Law Department		
Address Line 4:	Memphis, TENNESSEE 38117		
ATTORNEY DOCKET NUMBER:	BEAT THE HOUSE 954		
NAME OF SUBMITTER:	Jane E. Tyler		

CH \$40.00 3117854

Signature:	/jane e. tyler/
Date:	08/02/2006
Total Attachments: 2 source=HLV to HLC - Beat the House#page1.tif source=HLV to HLC - Beat the House#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 a certain service mark and has acquired goodwill associated with and symbolized by said mark; and

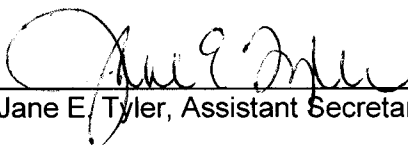
WHEREAS, Harrah's Las Vegas, Inc. is the owner of a registration relating to the said mark in the United States Patent and Trademark Office, registration is as set out below:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Beat the House	3117854	7/18/06

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 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 mark together with the goodwill of the business symbolized by the mark, and the registration thereof hereinbefore listed.

Harrah's Las Vegas, Inc.

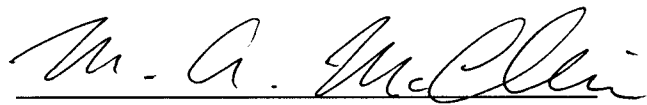
By: 
Jane E. Tyler, Assistant Secretary

Date: August 1, 2006

STATE OF TENNESSEE)
)
COUNTY OF SHELBY)

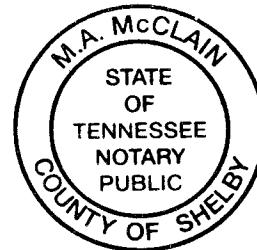
Personally appeared before me the above named Jane E. Tyler, known or proved to me to be the same person who executed the foregoing instrument and to be an Assistant Secretary of Harrah's Las Vegas, Inc. and acknowledged to me that she executed the same as her free act and deed and the free act and deed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

Subscribed and sworn to before me this 1st day of August, 2006.



Notary Public

My Commission expires 8-16-09.



MY COMMISSION EXPIRES AUGUST 16, 2009