

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 Operating Company, Inc.		10/18/2006	CORPORATION: DELAWARE
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: 1			
Property Type	Number	Word Mark	
Registration Number:	3154905	WORLD SERIES OF POKER	
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 E. Tyler		
Address Line 1:	1023 Cherry Road		
Address Line 2:	Law Dept.		
Address Line 4:	Memphis, TENNESSEE 38117		
ATTORNEY DOCKET NUMBER:	WSOP-ASSIGNMENT		
NAME OF SUBMITTER:	Jane E. Tyler		
Signature:	/jane e. tyler/		

CH \$40.00 3154905

Date:

10/20/2006

Total Attachments: 2

source=Chip#page1.tif

source=Chip#page2.tif

ASSIGNMENT OF TRADEMARK
(Federal Registrations/Applications)

WHEREAS, Harrah's Operating Company, Inc., a corporation duly organized and existing under the laws of the State of Delaware, 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;


WHEREAS, Harrah's Operating Company, Inc. is the owner of a registration relating to said mark in the United States Patent and Trademark Office, which is in full force and effect and free from any lien or security interest, as set out below:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
World Series of Poker (Chip Design)	3154905	10/10/2006

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 and the registration thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Harrah's Operating Company, 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 Operating Company, Inc.

By: 
Jane E. Tyler, Assistant Secretary

Date: October 18, 2006

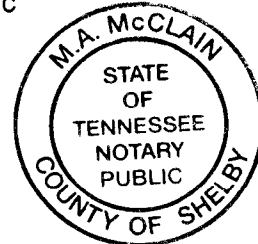
STATE OF TENNESSEE)
)
COUNTY OF SHELBY)

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 officer of Harrah's Operating Company, 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 19th day of October, 2006.

M.A. McClain
Notary Public

My Commission expires 8.16.09.



MY COMMISSION EXPIRES AUGUST 16 2009