

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
Biloxi Casino Corp.		11/09/2006	CORPORATION: MISSISSIPPI
RECEIVING PARTY DATA			
Name:	Grand Media Buying, Inc.		
Street Address:	One Harrah's Court		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89119		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2994544	CASINO ROW	
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 38117		
ATTORNEY DOCKET NUMBER:	CASINO ROW - 897		
NAME OF SUBMITTER:	Jane E. Tyler		
Signature:	/jane e. tyler/		
Date:	11/21/2006		

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Total Attachments: 2

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ASSIGNMENT OF TRADEMARK
(Federal Application)

WHEREAS, Biloxi Casino Corp., a corporation duly organized and existing under the laws of the State of Mississippi, having a principal place of business at 3800 Howard Hughes Parkway, Suite 1800, Las Vegas, NV 89109, is the joint owner of a certain service mark and has acquired goodwill associated with and symbolized by said mark; and

WHEREAS, Biloxi Casino Corp. is a joint owner of a registration relating to the said mark in the United States Patent and Trademark Office, as follows (the "Registration"):

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Casino Row	2,994,544	9/13/2005

WHEREAS, Grand Media Buying, Inc., also a joint owner of the Registration, a corporation duly organized and existing under and by virtue of the laws of the State of Minnesota, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is desirous of acquiring all of Biloxi Casino Corp.'s 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 is hereby acknowledged, Biloxi Casino Corp. does hereby transfer and assign to Grand Media Buying, Inc 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.

BILOXI CASINO CORP.

By: _____

Its: _____

Date: _____

