

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/13/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Harrah's Operating Company, Inc.		01/09/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Harrah's License Company, LLC
Composed Of:	COMPOSED OF Harrah's Operating Company, Inc., 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: 2

Property Type	Number	Word Mark
Registration Number:	2986756	LOOSE SLOT LOUIE
Registration Number:	2771335	ALL SLOTS. ALL LOOSE. ALL THE TIME.

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 E. Tyler
 Address Line 1: 1023 Cherry Road
 Address Line 2: Law Department
 Address Line 4: Memphis, TENNESSEE 38119

ATTORNEY DOCKET NUMBER:	LOOSE SLOT LOUIE
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CH \$65.00 2986756

NAME OF SUBMITTER:	Jane E. Tyler
Signature:	/jane e. tyler/
Date:	01/11/2007
Total Attachments: 2 source=Loose Slot Louie#page1.tif source=Loose Slot Louie#page2.tif	

ASSIGNMENT OF TRADEMARK

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 certain trade marks and service marks and has acquired goodwill associated with and symbolized by said marks; and

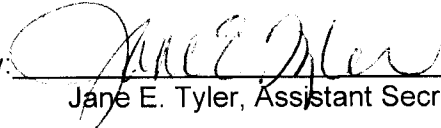
WHEREAS, Harrah's Operating Company, Inc. is the owner of registrations relating to the said marks in the United States Patent and Trademark Office, registrations are as set out below:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Loose Slot Louie	2,986,756	08/23/05
All Slots. All Loose. All the Time.	2,771,335	10/7/03

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 Operating Company, Inc. does hereby transfer and assign to Harrah's License Company, LLC, effective as of June 13, 2005, 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 herein before listed.

Harrah's Operating Company, Inc.

By: 
Jane E. Tyler, Assistant Secretary

Date: January 9, 2007

