

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
Grand Casinos, Inc.		02/02/2007	CORPORATION: MINNESOTA
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: 11			
Property Type	Number	Word Mark	
Registration Number:	2138187	GRAND CASINO TUNICA MISSISSIPPI	
Registration Number:	1943593	LB'S GRILL	
Registration Number:	1922653	MARKET PLACE BUFFET	
Registration Number:	2297356	GRAND CASINO	
Registration Number:	2565638	SHOW & TELL BLACKJACK	
Registration Number:	2590230	NEVER EVER CRAPS	
Registration Number:	1805598	GRAND CASINO KIDS QUEST	
Registration Number:	1735194	GRAND CASINOS, INC.	
Registration Number:	2026263	GRAND CASINO BILOXI	
Registration Number:	2666019	GRAND CASINO	
Registration Number:	3065452	GO	
CORRESPONDENCE DATA			

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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:	GRAND CASINOS TO HLC
NAME OF SUBMITTER:	Jane E. Tyler
Signature:	/jane e. tyler/
Date:	02/06/2007

Total Attachments: 3
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ASSIGNMENT OF TRADEMARK

WHEREAS, Grand Casinos, Inc., a corporation duly organized and existing under the laws of the State of Minnesota, 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, Grand Casinos, 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:

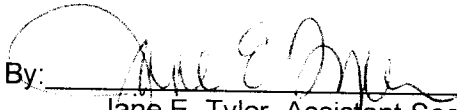
<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Grand Casino Tunica Mississippi (& design)	2,138,187	02/24/1998
LB's Grill	1,943,593	12/26/1995
Market Place Buffet	1,922,653	09/26/1995
Grand Casino (pot o'gold design)	2,297,356	12/07/1999
Show & Tell Blackjack (stylized)	2,565,638	04/30/2002
Never Ever Craps	2,590,230	07/09/2002
Grand Casino Kids Quest	1,805,598	11/16/1993
Grand Casinos, Inc. (& design)	1,735,194	11/24/1992
Grand Casino Biloxi (& design)	2,026,263	12/31/1996
Grand Casino	2,666,019	12/24/2002
GO (stylized)	3,065,452	03/07/2006

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 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, Grand Casinos, 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 herein before listed.

Grand Casinos, Inc.

By: 
Jane E. Tyler, Assistant Secretary

Date: February 2, 2007

STATE OF TENNESSEE)
)
COUNTY OF SHELBY)

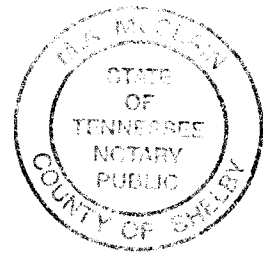
Personally appeared before me the above named Jane E. Tyler, known or proved to me to be the same person who executed the foregoing instrument and to be an Assistant Secretary of Grand Casinos, Inc. and acknowledged to me that she executed the same as her free act and deed and the free act and deed of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

Subscribed and sworn to before me this 5th day of Feb., 2007.



Notary Public

My Commission expires 8-16-09.



MY COMMISSION EXPIRES AUGUST 16, 2009