

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/31/2006

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Harrah's Operating Company, Inc.		02/12/2007	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
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:	3053714	WORLD SERIES OF POKER TOURNAMENT OF CHAMPIONS

**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@harrachs.com  
 Correspondent Name: Jane E. Tyler  
 Address Line 1: 1023 Cherry Road  
 Address Line 2: Law Department  
 Address Line 4: Memphis, TENNESSEE 38117

ATTORNEY DOCKET NUMBER:	WSOP TOC
NAME OF SUBMITTER:	Jane E. Tyler

Signature:

/jane e. tyler/

Date:

03/06/2007

Total Attachments: 2

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## 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 a certain service mark and has acquired goodwill associated with and symbolized by said mark; and


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

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
World Series of Poker Tournament of Champions	3,053,714	1/31/06

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 Operating Company, Inc. does hereby transfer and assign to Harrah's License Company, LLC, effective as of January 31, 2006, 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 herein before listed.

Harrah's Operating Company, Inc.


By:   
Jane E. Tyler, Assistant Secretary  
Date: February 12, 2006

STATE OF TENNESSEE)

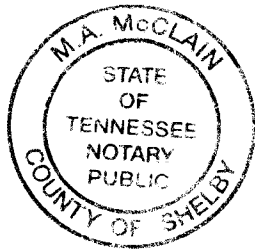
COUNTY OF SHELBY)

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 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 12<sup>th</sup> day of Feb., 2007.

  
Notary Public

My Commission expires 8-16-09.



MY COMMISSION EXPIRES AUGUST 16, 2009