

## 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
Horseshoe Gaming Holding, LLC		03/21/2007	LIMITED LIABILITY COMPANY: 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		
Internal Address:	Tyler/Law		
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:	2949255	DIRECTBET	
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 Department		
Address Line 4:	Memphis, TENNESSEE 89119		
ATTORNEY DOCKET NUMBER:	DIRECTBET-HORSESHOE		
NAME OF SUBMITTER:	Jane E. Tyler		

TRADEMARK

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Signature:	/jane e. tyler/
Date:	03/21/2007
Total Attachments: 2 source=USA - HGHLLC to HLC Asnmt#page1.tif source=USA - HGHLLC to HLC Asnmt#page2.tif	

## ASSIGNMENT OF TRADEMARK

WHEREAS, Horseshoe Gaming Holding, LLC, a Delaware limited liability company, 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

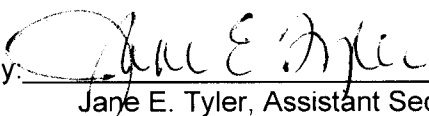
WHEREAS, Horseshoe Gaming Holding, LLC is the owner of a registration relating to the said mark in the United States Patent and Trademark Office, registration is as set out below:

<i><b>Description of Mark</b></i>	<i><b>Registration Number</b></i>	<i><b>Registration Date</b></i>
Directbet	2,949,255	May 10, 2005

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, Horseshoe Gaming Holding, LLC 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 herein before listed.

Horseshoe Gaming Holding, LLC

By:   
Jane E. Tyler, Assistant Secretary

Date: March 21, 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 Horseshoe Gaming Holding, LLC 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 21<sup>st</sup> day of March, 2007.

M. A. McClain  
Notary Public

My Commission expires 8-16-09.

