

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Horseshoe Gaming Holding Corp.		09/16/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Horseshoe Gaming Holding, LLC		
Street Address:	One Harrah's Court		
Internal Address:	Tyler/Law		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89119		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
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:	901-5-762-8755		
Email:	jtyler@harrachs.com		
Correspondent Name:	Jane E. Tyler		
Address Line 1:	1023 Cherry Road		
Address Line 2:	Law Depatment		
Address Line 4:	Memphis, TENNESSEE 38117		
ATTORNEY DOCKET NUMBER:	DIRECTBET-HORSESHOE		
NAME OF SUBMITTER:	Jane E. Tyler		
Signature:	/jane e. tyler/		

CH \$40.00 2949255

Date:

03/21/2007

Total Attachments: 2

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Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE CORPORATION UNDER THE NAME OF "HORSESHOE GAMING HOLDING CORP." TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "HORSESHOE GAMING HOLDING CORP." TO "HORSESHOE GAMING HOLDING, LLC", FILED IN THIS OFFICE ON THE SIXTEENTH DAY OF SEPTEMBER, A.D. 2005, AT 2:14 O'CLOCK P.M.



3030354 8100V
070116910

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5403145

DATE: 02-02-07

TRADEMARK
REEL: 003504 FRAME: 0773

**STATE OF DELAWARE
CERTIFICATE OF CONVERSION
FROM A CORPORATION TO
A LIMITED LIABILITY COMPANY
PURSUANT TO SECTION
266 OF THE DELAWARE GENERAL
CORPORATION LAW.**

1.) The name of the corporation immediately prior to filing this Certificate is
Horseshoe Gaming Holding Corp.

2.) The date the Certificate of Incorporation was filed on is
April 15, 1999

3.) The original name of the corporation as set forth in the Certificate of
Incorporation is Horseshoe Gaming Holding Corp.

4.) The name of the limited liability company as set forth in the formation is
Horseshoe Gaming Holding, LLC

5.) The conversion has been approved in accordance with the provisions of
Section 266.

By: /s/ CHARLES L. ATWOOD
Authorized Officer
Name: Charles L. Atwood
Print or Type Signature
Senior Vice President and Treasurer