

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
Caesars Entertainment, Inc.		04/21/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	GNOC Corporation		
Street Address:	One Harrah's Court		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89119		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1821905	THE OAKS	
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@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:	THE OAKS		
NAME OF SUBMITTER:	Jane E. Tyler		
Signature:	/jane e. tyler/		
Date:	05/21/2007		

CH \$40.00 1821905

Total Attachments: 2

source=Oaks assignment CEI to GNOC#page1.tif

source=Oaks assignment CEI to GNOC#page2.tif

TRADEMARK ASSIGNMENT

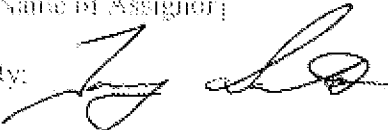
WHEREAS, Caesars Entertainment, Inc., a Delaware corporation, with its principal place of business at 3030 Howard Hughes Parkway, Las Vegas, Nevada 89109 ("Assignor"), has adopted, owns and is using the THE OAKS trademark (the "Mark") in connection with restaurant services; and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 1,821,905, registered on February 15, 1994, and

WHEREAS, CNOC Corporation, a New Jersey corporation, with its principal place of business at Boston & Pacific avenues, Atlantic City, New Jersey 08401 ("Assignee"), desires to acquire the Mark and the above referenced Registration

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof.

Caesars Entertainment, Inc.
[Name of Assignor]

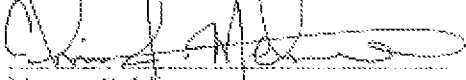
By: 

Name: Tony Santo

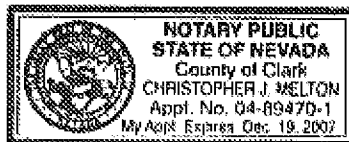
Title: Senior Vice President

Dated effective as of: April 21, 2005

SUBSCRIBED and SWORN to before me
This 21st day of April, 2005.


Notary Public

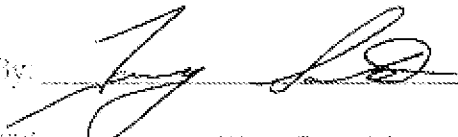
My Commission Expires: _____



DECLARATION

Tony Santo, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statement may jeopardize the validity of the Assignment, declares that he/she is the **Senior VP** of **CEI**, and is authorized to execute this instrument on behalf of said corporation; that he/she believes said corporation to be the owner of the said registration and that the facts set forth in this Assignment are true.

DATE: April 21, 2005

By: 
Title: Senior Vice President
Name: Tony Santo