

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	to correct an error in a cover sheet previously recorded on reel 3152, frame 0774. The state of incorporation of the Assignor should be Delaware.

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Harrah's Operating Company, Inc.		09/15/2004	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
Internal Address:	Tyler/Law
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89119
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	1078615	SHOWBOAT
Registration Number:	1066734	SHOWBOAT
Registration Number:	1666140	SHOWBOAT
Registration Number:	1078106	SHOWBOAT
Registration Number:	1078105	SHOWBOAT
Registration Number:	1336012	SHOWBOAT
Registration Number:	1658559	
Registration Number:	1658560	THE TOP OF THE BOARDWALK
Registration Number:	2868364	SHOWBOAT THE MARDI GRAS CASINO
Registration Number:	2827845	MORE WINNERS, MORE FUN, THE PARTY'S JUST BEGUN!
Registration Number:	2774258	PLAY, EARN & CASH IN
Registration Number:	2810666	LAKE TAHOE'S BIG CHILL

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Registration Number:	2332255	THE FUN CITY CASINO!
Registration Number:	2899954	STAY, PLAY AND PARTY
Serial Number:	78455538	WORLD SERIES OF POKER

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@harrahs.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:	HOC TO HLC
NAME OF SUBMITTER:	Jane E. Tyler
Signature:	/jane e. tyler/
Date:	06/25/2007

Total Attachments: 13

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Electronic Version v1.1
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09/02/2005
900031437

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the the assignor's name on the cover sheet to correctly reflect the Assignor as Harrah's Operating Company, Inc. previously recorded on Reel 002957 Frame 0779. Assignor(s) hereby confirms the correct Assignor is Harrah's Operating Company, Inc. (as included in the 9/15/04 assignment document filed)..

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Harrah's Operating Company, Inc.		09/15/2004	CORPORATION: NEVADA

RECEIVING PARTY DATA

Name:	Harrah's License Company, LLC
Composed Of:	COMPOSED OF Harrah's Operating Company, Inc.
Street Address:	One Harrah's Court
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89119
Entity Type:	Limited Liability Company: NEVADA

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	1078615	SHOWBOAT
Registration Number:	1066734	SHOWBOAT
Registration Number:	1666140	SHOWBOAT
Registration Number:	1078106	SHOWBOAT
Registration Number:	1078105	SHOWBOAT
Registration Number:	1336012	SHOWBOAT
Registration Number:	1658559	
Registration Number:	1658560	THE TOP OF THE BOARDWALK
Registration Number:	2868364	SHOWBOAT THE MARDI GRAS CASINO
Registration Number:	2827845	MORE WINNERS, MORE FUN, THE PARTY'S JUST BEGUN!
Registration Number:	2774258	PLAY, EARN & CASH IN

OP \$390.00 1078615

Registration Number:	2810666	LAKE TAHOE'S BIG CHILL
Registration Number:	2332255	THE FUN CITY CASINO
Serial Number:	78325330	STAY, PLAY AND PARTY
Serial Number:	78455538	WORLD SERIES OF POKER

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@harrahs.com
Correspondent Name: Jane Tyler
Address Line 1: 1023 Cherry Road
Address Line 4: Memphis, TENNESSEE 38117

NAME OF SUBMITTER:	Jane E. Tyler
Signature:	/jane e. tyler/
Date:	09/02/2005

Total Attachments: 3
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TRADEMARK ASSIGNMENT

Electronic Version v1.1
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10/14/2004
 900014059

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Harrah's Las Vegas, Inc.		09/15/2004	CORPORATION: NEVADA

RECEIVING PARTY DATA	
Name:	Harrah's License Company, LLC
Composed Of:	COMPOSED OF Harrah's Operating Company, its 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: 15

Property Type	Number	Word Mark
Registration Number:	1078815	SHOWBOAT
Registration Number:	1066734	SHOWBOAT
Registration Number:	1666140	SHOWBOAT
Registration Number:	1078106	SHOWBOAT
Registration Number:	1078105	SHOWBOAT
Registration Number:	1336012	SHOWBOAT
Registration Number:	1658559	
Registration Number:	1658560	THE TOP OF THE BOARDWALK
Registration Number:	2868364	SHOWBOAT THE MARDI GRAS CASINO
Registration Number:	2827845	MORE WINNERS, MORE FUN, THE PARTY'S JUST BEGUN!
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Serial Number:	78325330	STAY, PLAY AND PARTY
Serial Number:	78455538	WORLD SERIES OF POKER

OP \$390.00 1078615

Registration Number:	2332255	THE FUN CITY CASINO!
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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@harrahs.com
Correspondent Name: Jane Tyler
Address Line 1: 1023 Cherry Road
Address Line 4: Memphis, TENNESSEE 38117

NAME OF SUBMITTER:

Jane Tyler

Total Attachments: 3
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ASSIGNMENT OF TRADEMARK
(Federal Registrations/Applications)

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 certain trade marks and service marks and has acquired goodwill associated with and symbolized by said marks; and

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

REGISTRATIONS:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Showboat (Block)	1078615	11/29/1997
Showboat (Block)	1066734	5/31/1997
Showboat (Script)	1666140	11/26/1991
Showboat (Boat Design)	1078106	11/22/1997
Showboat (Building Design)	1078105	11/22/1997
Showboat (Design – Half Flower)	1336012	5/14/1985
Showboat (Boat Design)	1658559	9/24/1991
The Top of the Boardwalk	1658560	9/24/1991
The Fun City Casino	2332255	3/21/2000
Showboat (Marquee Design)	2868364	8/3/2004
More Winners, More Fun, The Party's Just Begun!	2827845	3/30/2004
Play, Earn and Cash In (Block)	2774258	10/14/2003
Lake Tahoe's Big Chill	2810666	2/3/2004

APPLICATIONS :

<i>Description of Mark</i>	<i>Serial Number</i>	<i>Filing Date</i>
Stay, Play and Party	78/325330	11/10/2003
World Series of Poker (Chip Design)	78/455538	7/23/2004

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 and applications 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 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 and applications thereof herein before listed.

Harrah's Operating Company, Inc.

By:  _____
Jane E. Tyler, Assistant Secretary

Date: September 15, 2004

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 15th day of September, 2004.

Jennifer L. Jones
Notary Public

My Commission Expires April 15, 2008

My Commission expires _____.

