

## 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
Concord Music Group, Inc.		06/21/2007	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		
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:	2148837	BLUESVILLE	
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:	jytler@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:	BLUESVILLE-HORSESHOE		
NAME OF SUBMITTER:	Jane E. Tyler		

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TRADEMARK  
REEL: 003568 FRAME: 0184

Signature:	/jane e. tyler/
Date:	06/26/2007
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**ASSIGNMENT OF TRADEMARK**  
(Federal Registration)

WHEREAS, Concord Music Group, Inc., a corporation duly organized and existing under the laws of the State of Delaware, having a principal place of business at 100 N. Crescent Drive, Suite 275, Beverly Hills, CA 90210, is the owner of a certain service mark and has acquired goodwill associated with and symbolized by said mark; and

WHEREAS, Concord Music Group, 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>
Bluesville (Logo)	2,148,837	4/7/1998

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 Concord's right, title and interest in and to said mark throughout the world (the "Territory"), including but not limited to all common law rights and the United States federal registration set forth herein;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Concord Music Group, Inc. 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 hereinbefore listed, all throughout the Territory.

CONCORD MUSIC GROUP, INC.

By: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_

*[Signature]*  
*VP.*  
*June 21, 2007*

NOTARIAL STATEMENT:

STATE OF TENNESSEE)  
COUNTY OF SHELBY)

Personally appeared before me the above named William Belmont, known or proved to me to be the same person who executed the foregoing instrument and to be a VP of Concord Music Group, Inc. and acknowledged to me that he/she executed the same as his/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 June, 2007.

Jennifer Jones  
Notary Public

My Commission expires \_\_\_\_\_.

**My Commission Expires April 15, 2008**

