

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
Grand Media Buying, Inc.		07/13/2007	CORPORATION: MINNESOTA
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: 1			
Property Type	Number	Word Mark	
Registration Number:	2994544	CASINO ROW	
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 Tyler		
Address Line 1:	1023 Cherry Road		
Address Line 4:	Memphis, TENNESSEE 38117		
ATTORNEY DOCKET NUMBER:	CASINO ROW		
NAME OF SUBMITTER:	Jane E. Tyler		
Signature:	/jane e. tyler/		
Date:	07/16/2007		

CH \$40.00 2994544

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK
(Federal Application)

WHEREAS, Grand Media Buying, Inc., a corporation duly organized and existing under the laws of the State of Minnesota, having a principal place of business at One Harrah's Court, Las Vegas, NV 89119, is the joint owner of a certain service mark and has acquired goodwill associated with and symbolized by said mark; and

WHEREAS, Grand Media Buying, Inc. is a joint owner of a registration relating to the said mark in the United States Patent and Trademark Office, as follows (the "Registration"):

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Casino Row	2,994,544	9/13/2005

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 Grand Media Buying, Inc.'s right, title and interest in and to said mark and the registration thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Grand Media Buying, Inc. does hereby transfer and assign to Harrah's License Company, LLC, effective as of July 13, 2007, 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.

GRAND MEDIA BUYING, INC.

By: 
Anthony D. McDuffie
Its: Assistant Secretary

