

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
Harrah's Operating Company, Inc.		07/16/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Harrah's License Company, 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: NEVADA

PROPERTY NUMBERS Total: 75

Property Type	Number	Word Mark
Registration Number:	1677163	ANIMATIONS
Registration Number:	2934412	AS VEGAS AS VEGAS GETS
Registration Number:	2164444	B
Registration Number:	1909427	BALLY
Registration Number:	1552562	BALLY
Registration Number:	0505218	BALLY
Registration Number:	2377709	BALLY
Registration Number:	1646697	BALLY
Registration Number:	1012119	BALLY
Registration Number:	1820490	BALLY GAMING
Registration Number:	1955699	BALLY'S SALOON & GAMBLING HALL
Registration Number:	1515843	BALLY'S
Registration Number:	1523910	BALLY'S

CH \$1890.00 1677163

Registration Number:	1581959	BALLY'S
Registration Number:	1533712	BALLY'S GRAND
Registration Number:	1543909	BALLY'S GRAND
Registration Number:	2048291	BALLY'S SALOON GAMBLING HALL HOTEL
Registration Number:	2974511	BE INSPIRED
Registration Number:	1498142	BG
Registration Number:	1847026	BIG BUCKS
Registration Number:	2350265	
Registration Number:	3058666	CAESARS ENTERTAINMENT
Registration Number:	2007114	CANDYMANIA
Registration Number:	2498816	CASCATA
Registration Number:	2565667	CASCATA
Registration Number:	2407315	C'EST SI BON
Registration Number:	3020236	CHAMPAGNE SLOTS
Registration Number:	1243194	CITY LITES
Registration Number:	1842112	CLARIDGE
Registration Number:	2523523	COYOTE KATE'S SLOT PARLOR
Registration Number:	1948975	FLAMINGO
Registration Number:	2517266	FLAMINGO
Registration Number:	2517267	FLAMINGO
Registration Number:	2516588	FLAMINGO LAS VEGAS
Registration Number:	2514373	FLAMINGO LAS VEGAS
Registration Number:	1820290	FRUIT BASKET BUFFET
Registration Number:	1702280	GARDEN OF THE DRAGON
Registration Number:	3026776	GIGI PARIS
Registration Number:	2934998	JACQUES
Registration Number:	1801151	LIGHTNING QUARTERS
Registration Number:	2159687	LOS TRES HOMBRES CANTINA
Registration Number:	2883870	MILLION DOLLAR BLACKJACK TOURNAMENT
Registration Number:	1835833	MR. MING'S
Registration Number:	1572506	MVP
Registration Number:	2942300	NYC SHELL GAME
Registration Number:	1692034	O'SHEAS CASINO
Registration Number:	2475977	PARIS
Registration Number:	2527696	PARIS

Registration Number:	2914612	PARIS LAS VEGAS
Registration Number:	2914615	PARIS LAS VEGAS
Registration Number:	3198006	PARIS LAS VEGAS
Registration Number:	2914614	PARIS LAS VEGAS
Registration Number:	2432163	PARIS LAS VEGAS
Registration Number:	3190882	PARIS LAS VEGAS
Registration Number:	1173550	PARK PLACE
Registration Number:	1353936	PARK PLACE
Registration Number:	1219913	PARK PLACE
Registration Number:	2673192	PARK PLACE CONNECTION
Registration Number:	2758477	PARK PLACE ENTERTAINMENT
Registration Number:	2758476	PARK PLACE ENTERTAINMENT
Registration Number:	2831194	PAYDAY!
Registration Number:	2985522	PENNY VILLE
Registration Number:	2986903	PINK GINGER
Registration Number:	2933371	RAPID FIRE
Registration Number:	2399183	REAL. LIVE. LAS VEGAS.
Registration Number:	2961555	SEAHORSE
Registration Number:	2532137	STAY ORIGINAL
Registration Number:	1519150	SUPERBOOK
Registration Number:	2438409	THE RACE & SPORTS BOOK BALLY'S LAS VEGAS
Registration Number:	2956370	THE WILD, WILD WEST CASINO AT BALLY'S
Registration Number:	1224155	
Registration Number:	3057343	VIALE
Registration Number:	2837537	WILD, WILD WEST CASINO
Serial Number:	77074187	PARIS
Serial Number:	77070558	PARIS

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@harras.com
Correspondent Name: Jane E. Tyler
Address Line 1: 1023 Cherry Road
Address Line 2: Law Department
Address Line 4: Memphis, TENNESSEE 38117

TRADEMARK

REEL: 003595 FRAME: 0244

ATTORNEY DOCKET NUMBER:	HOC TO HLC
NAME OF SUBMITTER:	Jane E. Tyler
Signature:	/jane e. tyler/
Date:	08/06/2007
Total Attachments: 4 source=HOC to HLC 7-16-07#page1.tif source=HOC to HLC 7-16-07#page2.tif source=HOC to HLC 7-16-07#page3.tif source=HOC to HLC 7-16-07#page4.tif	

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:

<u>Description of Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
Animations	1,677,163	2/25/1992
As Vegas as Vegas Gets.	2,934,412	3/22/2005
B (block)	2,164,444	6/9/1998
Bally	1,909,427	8/1/1995
Bally	1,552,562	8/22/1989
Bally (stylized)	0,505,218	12/28/1948
Bally (stylized)	2,377,709	8/15/2000
Bally (stylized)	1,646,697	6/4/1991
Bally (stylized)	1,012,119	6/3/1975
Bally Gaming	1,820,490	2/8/1994
Bally's	1,955,699	2/13/1996
Bally's	1,515,843	12/6/1988
Bally's	1,523,910	2/7/1989
Bally's	1,581,959	2/6/1990
Bally's Grand	1,533,712	4/4/1989
Bally's Grand	1,543,909	6/13/1989
Bally's Saloon – Gambling Hall - Hotel	2,048,291	3/25/1997
Be Inspired	2,974,511	7/19/2005
BG & Design	1,498,142	7/26/1988
Big Bucks	1,847,026	7/26/1994
Bird Design	2,350,265	5/16/2000
Caesars Entertainment (stylized)	3,058,666	2/14/2006
Candymania	2,007,114	10/8/1996
Cascata	2,498,816	10/16/2001

<u>Description of Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
Cascata	2,565,667	4/30/2002
C'Est Si Bon	2,407,315	11/21/2000
Champagne Slots	3,020,236	11/29/2005
City Lites	1,243,194	6/21/1983
Claridge	1,842,112	6/28/1994
Coyote Kate's Slot Parlor	2,523,523	12/25/2001
Flamingo	1,948,975	1/16/1996
Flamingo (stylized)	2,517,266	12/11/2001
Flamingo (stylized)	2,517,267	12/11/2001
Flamingo Las Vegas	2,516,588	12/11/2001
Flamingo Las Vegas	2,514,373	12/4/2001
Fruit Basket Buffet (& design)	1,820,290	2/8/1994
Garden of the Dragon	1,702,280	7/21/1992
Gigi Paris	3,026,776	12/13/2005
Jacques	2,934,998	3/22/2005
Lightning Quarters	1,801,151	10/26/1993
Los Tres Hombre Cantina	2,159,687	5/19/1998
Million Dollar Jackpot Tournament (& design)	2,883,870	9/14/2004
Mr. Ming's	1,835,833	5/10/1994
MVP	1,572,506	12/19/1989
NYC Shell Game	2,942,300	4/19/2005
O'Sheas Casino (& design)	1,692,034	6/9/1992
Paris	2,475,977	8/7/2001
Paris (stylized)	2,527,696	1/8/2002
Paris Las Vegas (& design)	2,914,612	12/28/2004
Paris Las Vegas (& design)	2,914,615	12/28/2004
Paris Las Vegas (& design)	3,198,006	1/16/2007
Paris Las Vegas (& design)	2,914,614	12/28/2004
Paris Las Vegas (& design)	2,432,163	2/27/2001
Paris Las Vegas (& design)	3,190,882	1/2/2007
Park Place	1,173,550	10/13/1981
Park Place	1,353,936	8/13/1985
Park Place (& tree design)	1,219,913	12/14/1982
Park Place Connection	2,673,192	1/7/2003
Park Place Entertainment	2,758,477	9/2/2003
Park Place Entertainment	2,758,476	9/2/2003
Pay Day!	2,831,194	4/13/2004
Penny Ville	2,985,522	8/16/2005
Pink Ginger	2,986,903	8/23/2005
Rapid Fire	2,933,371	3/15/2005
Real. Live. Las Vegas.	2,399,183	10/31/2000
Seahorse	2,961,555	6/7/2005
Stay Original	2,532,137	1/22/2002

<u>Description of Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
Superbook	1,519,150	1/3/1989
The Race and Sports Book Bally's Las Vegas (Design)	2,438,409	3/27/2001
The Wild, Wild West Casino at Bally's	2,956,370	5/31/2005
Tree Design	1,224,155	1/18/1983
Viale (design)	3,057,343	2/7/2006
Wild, Wild West Casino	2,837,537	5/4/2004

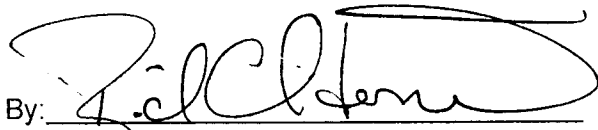
APPLICATIONS :

<u>Description of Mark</u>	<u>Application Number</u>	<u>Application Date</u>
Paris	77/074187	1/02/2007
Paris Las Vegas (Design)	77/070558	12/22/2006

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: 

Richard Chandonnet
Vice President

Dated: July 16, 2007

STATE OF TENNESSEE)
)
COUNTY OF SHELBY)

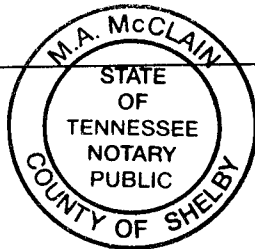
Personally appeared before me the above named Richard Chandonnet, known or proved to me to be the same person who executed the foregoing instrument and to be a Vice President of Harrah's Operating Company, Inc. and acknowledged to me that he executed the same as his free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this 16th day of July, 2007.



Notary Public

My Commission expires _____



MY COMMISSION EXPIRES AUGUST 16, 2009