

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                       |
|----------------------------------|--|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                       |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                       |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>    |
| Harrah's Operating Company, Inc. |  | 03/20/2008            | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                       |
| <b>Name:</b>                     | Harrah's License Company, LLC  |                       |                       |
| <b>Composed Of:</b>              | COMPOSED OF Harrah's Operating Company, Inc., sole member                            |                       |                       |
| <b>Street Address:</b>           | One Caesars Palace Drive   |                       |                       |
| <b>City:</b>                     | Las Vegas  |                       |                       |
| <b>State/Country:</b>            | NEVADA   |                       |                       |
| <b>Postal Code:</b>              | 89109  |                       |                       |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: NEVADA  |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                       |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                       |
| <b>Registration Number:</b>      | 2888634  | DEALERTAINERS         |                       |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                       |
| <b>Fax Number:</b>               | (901)537-3359  |                       |                       |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                       |
| <b>Phone:</b>                    | 901-762-8755   |                       |                       |
| <b>Email:</b>                    | jtyler@harrachs.com  |                       |                       |
| <b>Correspondent Name:</b>       | Jane E. Tyler  |                       |                       |
| <b>Address Line 1:</b>           | 7216 Cherry Farms Road   |                       |                       |
| <b>Address Line 2:</b>           | Law Department   |                       |                       |
| <b>Address Line 4:</b>           | Cordova, TENNESSEE 38016   |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>   | DEALERTAINERS-IP   |                       |                       |
| <b>NAME OF SUBMITTER:</b>        | Jane E. Tyler  |                       |                       |
| <b>Signature:</b>                | /jane e. tyler/  |                       |                       |

CH \$40.00 2888634

Date:

03/24/2008

**Total Attachments: 2**

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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 a certain service mark and has acquired goodwill associated with and symbolized by said mark; and

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

| <u>Description of Mark</u> | <u>Registration Number</u> | <u>Registration Date</u> |
|----------------------------|----------------------------|--------------------------|
| <u>DEALERTAINERS</u>       | 2,888,634                  | 9/28/2004                |

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 Caesars Palace Drive, Las Vegas, Nevada 89109, is desirous of acquiring all of the right, title and interest in and to said mark, including but not limited to all common law rights and the registration 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 mark together with the goodwill of the business symbolized by the mark, and the registration herein before listed.

Harrah's Operating Company, Inc.

By  \_\_\_\_\_  
Jane E. Tyler  
Assistant Secretary

Dated: March 20, 2008

