

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.		09/17/2008	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 Caesars Palace Drive		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3419746	WORLD SERIES OF GAMING	
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@harrachs.com		
Correspondent Name:	Jane E. Tyler		
Address Line 1:	7216 Cherry Farms Road		
Address Line 2:	Law Department		
Address Line 4:	Cordova, TENNESSEE 38016		
ATTORNEY DOCKET NUMBER:	W SERIES OF GAMING		
NAME OF SUBMITTER:	Jane E. Tyler		
Signature:	/jane e. tyler/		

CH \$40.00 3419746

Date:

09/18/2008

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK
(Federal Registration)

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 Caesars Palace Drive, Las Vegas, Nevada 89109, formerly of 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 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>
World Series of Gaming	3,419,746	4/29/2008

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 thereof hereinbefore listed.

HARRAH'S OPERATING COMPANY, INC.

By: 
Jane E. Tyler
Its: Assistant Secretary

Date: September 17, 2008

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 the 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 17 day of Sept, 2008.

Melba Stewart

Notary Public

My Commission Expires: 02-23-10.

