TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Trademark Collateral Agreement

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Harrah's Operating Company, Inc.		12/24/2008	CORPORATION: DELAWARE
Caesars World, Inc.		12/24/2008	CORPORATION: FLORIDA
Harrah's License Company, LLC		12/24/2008	CORPORATION: NEVADA
HHLV Management Company, LLC		12/24/2008	CORPORATION: NEVADA

RECEIVING PARTY DATA

Name:	U.S. Bank National Association, as Collateral Agent
Street Address:	60 Livingston Avenue
City:	St. Paul
State/Country:	MINNESOTA
Postal Code:	55107-1419
Entity Type:	National Association:

PROPERTY NUMBERS Total: 495

Property Type	Number	Word Mark
Registration Number:	0763255	CAESARS
Registration Number:	0884317	
Registration Number:	0907693	CAESARS PALACE
Registration Number:	0907694	I, CAESAR
Registration Number:	0907696	CAESARS PALACE
Registration Number:	0931975	BACCHANAL
Registration Number:	0945380	GALLERIA
Registration Number:	0947706	
Registration Number:	0951262	CAESARS PALACE
Registration Number:	0954637	CAESARS
Registration Number:	0954684	CAESARS
Registration Number:	0963656	CAESARS PALACE

CH $12390.00 0763255

Registration Number:	0963820	CAESARS PALACE
Registration Number:	0965251	CIRCUS MAXIMUS
Registration Number:	0966734	I, CAESAR
Registration Number:	0968212	CAESARS PALACE
Registration Number:	0979106	CLEOPATRA'S BARGE
Registration Number:	0983525	CAESARS
Registration Number:	0995419	CAESARS WORLD
Registration Number:	1001363	CAESARS
Registration Number:	1004058	CAESARS PALACE
Registration Number:	1090494	CAESARS PALACE
Registration Number:	1091551	CAESARS PALACE
Registration Number:	1128000	THE PALACE COURT
Registration Number:	1128428	THE PALACE
Registration Number:	1138113	CLEOPATRA'S BARGE
Registration Number:	1143658	APPIAN WAY
Registration Number:	1146922	SPANISH STEPS
Registration Number:	1158035	CAESARS PALACE
Registration Number:	1168663	CAESARS PALACE LAS VEGAS-NEVADA
Registration Number:	1186958	CAESARS TAHOE
Registration Number:	1191413	CAESARS TAHOE
Registration Number:	1194868	
Registration Number:	1201511	CAESARS TAHOE
Registration Number:	1201555	CAESARS TAHOE
Registration Number:	1263220	CAESARS TAHOE
Registration Number:	1527770	CAESARS
Registration Number:	1527771	CAESARS
Registration Number:	1531548	CAESARS WOMAN
Registration Number:	1531549	CAESARS MAN
Registration Number:	1532553	CAESARS WOMAN
Registration Number:	1538771	CAESARS MAN
Registration Number:	1644190	PALACE RESERVE
Registration Number:	1649800	LA PIAZZA
Registration Number:	1663829	CAESARS PALACE AT SEA
Registration Number:	1676542	TOGA TEDDY
Registration Number:	1743663	EMPERORS CLUB

Registration Number:	1829004	THE FORUM SHOPS AT CAESARS
Registration Number:	1837096	EMPERORS EVERYDAY GIVEAWAY
Registration Number:	1988107	CAESARS
Registration Number:	2022361	FERENTINA
Registration Number:	2707034	THE PALACE COURT
Registration Number:	2855799	CHARIOT RUN
Registration Number:	2868896	CHARIOT RUN
Registration Number:	2874051	LIVE FAMOUSLY.
Registration Number:	2933243	THE OTHER TUNICA.
Registration Number:	2968751	SEAHORSE SLOTS
Registration Number:	2975973	COLOSSEUM SLOTS
Registration Number:	2999188	CYPRESS STREET MARKETPLACE
Registration Number:	3009896	COLOSSEUM
Registration Number:	3015592	ROMAN RITUALS
Registration Number:	3021734	CAESARS ENTERTAINMENT
Registration Number:	3024562	SEAHORSE SLOTS
Registration Number:	3034766	GLORY OF ROME
Registration Number:	3058666	CAESARS ENTERTAINMENT
Registration Number:	3060087	ROME CASINO
Registration Number:	3076028	CONQUER IT ALL.
Registration Number:	3106029	ROMAN PLAZA
Registration Number:	3110398	CAESARS PALACE
Registration Number:	3160198	CAESARS PALACE
Registration Number:	3178188	THE PIER AT CAESARS
Registration Number:	3235826	BURNING OF ROME
Registration Number:	3249070	THE FORUM SHOPS
Registration Number:	3312633	
Registration Number:	3367765	THE PIER SHOPS AT CAESARS
Registration Number:	0505218	BALLY
Registration Number:	0869840	THE WORLD'S GREATEST ENTERTAINERS APPEAR AT HARRAH'S
Registration Number:	1012119	BALLY
Registration Number:	1019015	THE SUMMIT
Registration Number:	1020121	THE SUMMIT
Registration Number:	1025395	WORLD SERIES OF POKER

Registration Number:	1067887	HARRAH'S
Registration Number:	1078615	SHOWBOAT
Registration Number:	1173550	PARK PLACE
Registration Number:	1219913	PARK PLACE
Registration Number:	1224155	
Registration Number:	1237716	HARRAH'S
Registration Number:	1243194	CITY LITES
Registration Number:	1295055	HARRAH'S
Registration Number:	1297101	HARRAHS
Registration Number:	1336012	SHOWBOAT
Registration Number:	1353936	PARK PLACE
Registration Number:	1515843	BALLY'S
Registration Number:	1519150	SUPERBOOK
Registration Number:	1523910	BALLY'S
Registration Number:	1530198	BILL'S
Registration Number:	1533685	BILL'S LAKE TAHOE CASINO
Registration Number:	1533712	BALLY'S GRAND
Registration Number:	1543909	BALLY'S GRAND
Registration Number:	1552562	BALLY
Registration Number:	1557294	HARRAH'S DEL RIO
Registration Number:	1572506	MVP
Registration Number:	1578228	
Registration Number:	1581959	BALLY'S
Registration Number:	1634559	SUPPORT PROJECT 21
Registration Number:	1646697	BALLY
Registration Number:	1658559	
Registration Number:	1658560	THE TOP OF THE BOARDWALK
Registration Number:	1666140	SHOWBOAT
Registration Number:	1670914	WILLIAM FISK'S SEAFOOD COMPANY
Registration Number:	1677163	ANIMATIONS
Registration Number:	1692034	O'SHEAS CASINO
Registration Number:	1697110	IPANEMA GIRLS
Registration Number:	1702280	GARDEN OF THE DRAGON
Registration Number:	1714332	RIO RITA'S
Registration Number:	1735194	GRAND CASINOS, INC.

Registration Number:	1757490	RIO SUITE HOTEL&CASINO
Registration Number:	1765015	FAST CHANGE HARRAH'S
Registration Number:	1779291	SNEAKY QUEENS
Registration Number:	1787225	WINNING STREAK SPORTS & GAMES BAR
Registration Number:	1793006	RIO RITA
Registration Number:	1801151	LIGHTNING QUARTERS
Registration Number:	1805598	GRAND CASINO KIDS QUEST
Registration Number:	1820290	FRUIT BASKET BUFFET
Registration Number:	1820490	BALLY GAMING
Registration Number:	1827883	CARNIVAL WORLD BUFFET
Registration Number:	1831759	HARRAH'S
Registration Number:	1835833	MR. MING'S
Registration Number:	1839688	HORSESHOE
Registration Number:	1839764	HORSESHOE
Registration Number:	1842112	CLARIDGE
Registration Number:	1845967	RIO
Registration Number:	1845968	RIO
Registration Number:	1847026	BIG BUCKS
Registration Number:	1855402	OPERATION BET SMART
Registration Number:	1878054	THE PARTY'S AT HARVEYS
Registration Number:	1908880	RIO
Registration Number:	1909427	BALLY
Registration Number:	1915702	KNOW WHEN TO STOP BEFORE YOU START
Registration Number:	1922653	MARKET PLACE BUFFET
Registration Number:	1928930	THE PREMIER NAME IN CASINO ENTERTAINMENT
Registration Number:	1937292	HARRAHS
Registration Number:	1943260	GIFT HORSE
Registration Number:	1943593	LB'S GRILL
Registration Number:	1946083	HARRAHS
Registration Number:	1948975	FLAMINGO
Registration Number:	1955699	BALLY'S SALOON & GAMBLING HALL
Registration Number:	1957088	HARRAH'S
Registration Number:	1958131	IT'S NOT JUST A GAME, IT'S THE LAW
Registration Number:	1964224	FIORE
Registration Number:	1970151	TRY OUR BRAND OF FUN

Registration Number:	1978543	WHERE LEGENDS ARE MADE AND MILLIONS AREPAID
Registration Number:	1979770	MILLIONAIRE MAKER
Registration Number:	1984925	RIO
Registration Number:	1990167	
Registration Number:	1997790	RIO
Registration Number:	1997791	RIO
Registration Number:	2004892	THE FRIENDLIEST FOLKS ON THE RIVER
Registration Number:	2004893	THE FRIENDLIEST FOLKS ON THE RIVER
Registration Number:	2007114	CANDYMANIA
Registration Number:	2011189	THE RANGE
Registration Number:	2018498	NATIONAL CHAMPIONSHIP OF SLOTS
Registration Number:	2020589	CLUB CAPPUCCINO
Registration Number:	2026250	HARVEYS
Registration Number:	2026263	GRAND CASINO BILOXI
Registration Number:	2038045	HARVEYS
Registration Number:	2045583	LAS VEGAS EXCITEMENT LOUISIANA STYLE
Registration Number:	2048291	BALLY'S
Registration Number:	2053740	RIO LAS VEGAS
Registration Number:	2057597	HARRAH'S CONSTELLATION AWARDS
Registration Number:	2070875	FANTASEA REEF
Registration Number:	2083671	HOME OF BEST ODDS & HIGHEST LIMITS
Registration Number:	2085147	BUZIOS
Registration Number:	2087604	PROJECT 21
Registration Number:	2091782	WHERE THE WORLD GOES TO PLAY
Registration Number:	2099063	HOME OF LOOSEST SLOTS & BIGGEST JACKPOTS
Registration Number:	2118116	1-800-HARRAHS
Registration Number:	2119064	WORLD SERIES OF POKER
Registration Number:	2131383	TOTAL GOLD
Registration Number:	2138187	GRAND CASINO TUNICA MISSISSIPPI
Registration Number:	2140086	THE ART OF GAMING
Registration Number:	2141139	H
Registration Number:	2148837	BLUESVILLE
Registration Number:	2164444	B
Registration Number:	2170168	WINET
Registration Number:	2176952	HARRAH'S CASINO

Registration Number:	2207791	RIO LAS VEGAS
Registration Number:	2207792	RIO LAS VEGAS
Registration Number:	2209160	TOTAL REWARDS
Registration Number:	2221012	VILLAGE SQUARE
Registration Number:	2221028	RIO LAS VEGAS
Registration Number:	2223924	RIO SECCO GOLF CLUB
Registration Number:	2240209	HARVEYS CASINO HOTEL YOU CAN HAVE IT ALL
Registration Number:	2249650	HARRAH'S PASSPORT
Registration Number:	2268340	HARRAHS.COM
Registration Number:	2287994	SPOTLIGHT ON SUCCESS
Registration Number:	2297356	GRAND CASINO
Registration Number:	2312618	CAFE SONOMA
Registration Number:	2321770	WE CARE. WE CARD.
Registration Number:	2323248	CAFE SONOMA
Registration Number:	2335359	CAFE ANDREOTTI
Registration Number:	2344420	ISLAND TERRACE
Registration Number:	2345553	CLUB RIO
Registration Number:	2350265	
Registration Number:	2360571	INNER CIRCLE
Registration Number:	2370824	HORSESHOE
Registration Number:	2377709	BALLY
Registration Number:	2396572	LOANMARKET
Registration Number:	2399183	REAL. LIVE. LAS VEGAS.
Registration Number:	2407315	C'EST SI BON
Registration Number:	2427528	JUST ONE MORE REASON TO LOVE NEW ORLEANS.
Registration Number:	2432163	PARIS LAS VEGAS
Registration Number:	2432522	ISLAND TERRACE
Registration Number:	2438409	THE RACE & SPORTS BOOK BALLY'S LAS VEGAS
Registration Number:	2459105	PLAYRIO.COM
Registration Number:	2466390	TOTAL PLATINUM
Registration Number:	2475977	PARIS
Registration Number:	2476727	TOTAL REWARDS
Registration Number:	2498816	CASCATA
Registration Number:	2514373	FLAMINGO LAS VEGAS
Registration Number:	2516588	FLAMINGO LAS VEGAS

Registration Number:	2517266	FLAMINGO
Registration Number:	2517267	FLAMINGO
Registration Number:	2523523	COYOTE KATE'S SLOT PARLOR
Registration Number:	2527696	PARIS
Registration Number:	2558258	BLUFFS RUN
Registration Number:	2565667	CASCATA
Registration Number:	2567003	
Registration Number:	2582459	PLAY IT NOW, PLAY IT FIRST.
Registration Number:	2618933	HARVEYS, A NATURAL ADVANTAGE
Registration Number:	2635950	MID-AMERICA POKER CLASSIC
Registration Number:	2666019	GRAND CASINO
Registration Number:	2682979	SEVEN SISTERS
Registration Number:	2704322	HORSESHOE'S BIKE NITE
Registration Number:	2704324	HORSESHOE'S BIKE NITE
Registration Number:	2708798	REEL REWARDS
Registration Number:	2709302	EXOTIC. UNINHIBITED. FUN.
Registration Number:	2715239	RIO JAVA
Registration Number:	2719370	OH YEAH!
Registration Number:	2726864	HOME OF THE BEST ODDS, HIGHEST LIMITS & BIGGEST JACKPOTS
Registration Number:	2731316	CLUB CAPPUCCINO HARRAH'S
Registration Number:	2739406	RIO ALL-SUITE CASINO RESORT LAS VEGAS
Registration Number:	2739407	RIO ALL-SUITE CASINO RESORT LAS VEGAS
Registration Number:	2742085	FRESH MARKET SQUARE BUFFET
Registration Number:	2758476	PARK PLACE ENTERTAINMENT
Registration Number:	2758477	PARK PLACE ENTERTAINMENT
Registration Number:	2771335	ALL SLOTS. ALL LOOSE. ALL THE TIME.
Registration Number:	2774258	PLAY, EARN & CASH IN
Registration Number:	2776841	REEL REWARDS
Registration Number:	2788933	SUPER DERBY
Registration Number:	2791383	
Registration Number:	2810666	LAKE TAHOE'S BIG CHILL
Registration Number:	2814216	ETOTAL REWARDS
Registration Number:	2819968	BECAUSE MORE IS BETTER
Registration Number:	2827845	MORE WINNERS, MORE FUN, THE PARTY'S JUST BEGUN!

Registration Number:	2829388	FOUR WINDS
Registration Number:	2829389	FOUR WINDS
Registration Number:	2830063	TOTAL REWARDS
Registration Number:	2831194	PAYDAY!
Registration Number:	2837537	WILD, WILD WEST CASINO
Registration Number:	2843123	HARRAH'S
Registration Number:	2847337	REWARD CREDITS
Registration Number:	2849732	BEVERTAINER
Registration Number:	2863641	FAST CASH
Registration Number:	2868364	SHOWBOAT THE MARDI GRAS CASINO
Registration Number:	2869743	CASH SCRATCH FEVER
Registration Number:	2871846	QUICK REWARDS
Registration Number:	2874317	LOUISIANA DOWNS
Registration Number:	2880289	FAST CASH
Registration Number:	2883870	MILLION DOLLAR BLACKJACK TOURNAMENT
Registration Number:	2888634	DEALERTAINERS
Registration Number:	2899472	MORE OPTIONS. MORE CHOICES. MORE CONTROL.
Registration Number:	2899954	STAY, PLAY AND PARTY
Registration Number:	2913850	PLAY THE WAVES
Registration Number:	2914612	PARIS LAS VEGAS
Registration Number:	2914614	PARIS LAS VEGAS
Registration Number:	2914615	PARIS LAS VEGAS
Registration Number:	2933371	RAPID FIRE
Registration Number:	2934412	AS VEGAS AS VEGAS GETS
Registration Number:	2934998	JACQUES
Registration Number:	2942300	NYC SHELL GAME
Registration Number:	2949255	DIRECTBET
Registration Number:	2951635	SEVEN STARS CLUB
Registration Number:	2956370	THE WILD, WILD WEST CASINO AT BALLY'S
Registration Number:	2961555	SEAHORSE
Registration Number:	2974511	BE INSPIRED
Registration Number:	2983321	WINNING WILL FIND YOU
Registration Number:	2985522	PENNY VILLE
Registration Number:	2986756	LOOSE SLOT LOUIE
Registration Number:	2986903	PINK GINGER

Registration Number:	2994544	CASINO ROW
Registration Number:	3001127	LOUISIANA BREAD COMPANY
Registration Number:	3012833	MISS RIO
Registration Number:	3020080	A WHOLE NEW BREED OF CASINO
Registration Number:	3020236	CHAMPAGNE SLOTS
Registration Number:	3023356	WINFINDER!
Registration Number:	3026776	GIGI PARIS
Registration Number:	3032149	HARRAH'S WINNING TOGETHER
Registration Number:	3039952	MORE
Registration Number:	3042752	ROYAL ORDER
Registration Number:	3055169	HIDDEN JACKPOTS!
Registration Number:	3057343	VIALE
Registration Number:	3057640	LEGENDS ARE MADE ONE HAND AT A TIME
Registration Number:	3065452	GO
Registration Number:	3067474	VOODOO CAFE & LOUNGE
Registration Number:	3071118	THE SEAFOOD LEGENDS ARE MADE OF.
Registration Number:	3077332	BEVERTAINMENT
Registration Number:	3081041	N'AWLINS LOUISIANA CUISINE
Registration Number:	3089381	IT'S ALL ABOUT YOU
Registration Number:	3106584	BEEF BARRON
Registration Number:	3117854	BEAT THE HOUSE
Registration Number:	3126815	RESPONSIBLE GAMING IS OUR BUSINESS
Registration Number:	3126836	JANELAS RESTAURANT & BAR
Registration Number:	3135595	BAMBU
Registration Number:	3141982	CARVINGS
Registration Number:	3150504	WORLD SERIES OF POKER
Registration Number:	3154110	PLAY $100 ON US!
Registration Number:	3154177	HARVEYS
Registration Number:	3154905	WORLD SERIES OF POKER
Registration Number:	3158489	WWW.SHOPWSOP.COM
Registration Number:	3158834	VOODOO
Registration Number:	3162505	IT'S ALL GRAND.
Registration Number:	3171508	IT'S ALL ABOUT THE GAMBLER.
Registration Number:	3171509	"THIS IS THE ORIGINAL GAMBLING JOINT."
Registration Number:	3171510	"MAKE IT RIGHT FOR THE GAMBLER."

Registration Number:	3171511	"EVEN YOUR APPETITE WINS HERE."
Registration Number:	3171513	"IF YOU'RE GAMBLING, WE'RE GONNA COMP YOU."
Registration Number:	3171514	FOOD AS EXCITING AS OUR GAMBLING
Registration Number:	3171591	PUSHING THE LIMITS OF HIGH LIMITS
Registration Number:	3177080	WE KNOW WHAT GAMBLERS WANT.
Registration Number:	3177082	NOBODY BOOKS A BIGGER BET
Registration Number:	3177127	"WE GIVE GAMBLERS WHAT THEY WANT."
Registration Number:	3177129	"NOBODY DOES MORE FOR THE GAMBLER."
Registration Number:	3180709	THE ULTIMATE GAMBLING EXPERIENCE
Registration Number:	3190882	PARIS LAS VEGAS
Registration Number:	3198006	PARIS LAS VEGAS
Registration Number:	3198307	STIR
Registration Number:	3213421	WHERE WILL YOU PLAY?
Registration Number:	3213494	TOTAL REWARDS
Registration Number:	3213527	GO WILD
Registration Number:	3213545	STAY CLASSIC
Registration Number:	3213554	STAY CLASSIC
Registration Number:	3214994	TOGA
Registration Number:	3215433	LAKE FRONT HOTEL LAKE CHARLES
Registration Number:	3216589	BOOST
Registration Number:	3226009	VERDANT HILLS
Registration Number:	3227526	MIDWEST REGIONAL POKER CHAMPIONSHIPS A WORLD SERIES OF POKER SATELLITE EVENT
Registration Number:	3232684	PLAY LIKE THE BIG DOGS.
Registration Number:	3239725	$1 MILLION IN THE BAG
Registration Number:	3242478	ACE'S DINER
Registration Number:	3245005	SHEER
Registration Number:	3246044	BELLISSIMO
Registration Number:	3250424	WORLD SERIES OF POKER
Registration Number:	3263858	SLOT FINDER
Registration Number:	3267802	WORLD SERIES OF POKER
Registration Number:	3268351	HARRAH'S
Registration Number:	3282446	MASQUERADE
Registration Number:	3285300	HARRAH'S
Registration Number:	3288158	ULTIMATE FLAIR BARTENDING CHAMPIONSHIP HARRAH'S

Registration Number:	3290269	WORLD SERIES OF POKER
Registration Number:	3292249	WORLD SERIES OF POKER
Registration Number:	3292250	WSOP
Registration Number:	3293190	SEVEN STARS
Registration Number:	3293192	SEVEN STARS
Registration Number:	3301028	MILLION DOLLAR REWARDS
Registration Number:	3316023	BILL'S GAMBLIN' HALL & SALOON
Registration Number:	3317049	THE WILL TO DO WONDERS
Registration Number:	3323748	TOTAL TOUCH
Registration Number:	3323794	EXPRESS PLAY
Registration Number:	3333896	SET SAIL
Registration Number:	3347380	WORLD SERIES OF POKER
Registration Number:	3351300	HARRAH'S LUCKY-BREAK
Registration Number:	3351322	TUESDAY NIGHT SUPPER CLUB
Registration Number:	3351887	WSOP
Registration Number:	3355033	PARIS
Registration Number:	3358124	QUA
Registration Number:	3358125	QUA BATHS & SPA
Registration Number:	3361414	PARIS
Registration Number:	3372631	THAT'S MORE LIKE IT.
Registration Number:	3372704	SYCAMORES ON THE CREEK
Registration Number:	3386529	TR
Registration Number:	3389578	TOTAL REWARDS SET SAIL DREAM CRUISE GIVEAWAY
Registration Number:	3390160	TOTAL REWARDS
Registration Number:	3392671	HOW SUITE IT IS
Registration Number:	3395202	THREE WISHES
Registration Number:	3402943	LUCK AMBASSADOR
Registration Number:	3404551	LAS VEGAS MEETINGS BY HARRAH'S ENTERTAINMENT
Registration Number:	3405117	PUSH YOUR LUCK
Registration Number:	3407211	QUA
Registration Number:	3407212	QUA BATHS & SPA
Registration Number:	3408859	HOT GIFTS. COOL MILLION.
Registration Number:	3408891	HARRAH'S FOUNDATION
Registration Number:	3408900	SHOWBOAT THE MARDI GRAS CASINO
Registration Number:	3408925	WORLD SERIES OF POKER

Registration Number:	3413390	TOTAL REWARDS
Registration Number:	3419746	WORLD SERIES OF GAMING
Registration Number:	3430973	TABLE GAME FINDER
Registration Number:	3431053	PARK PLACE JEWELERS
Registration Number:	3432308	TOTAL REWARDS ACCESS
Registration Number:	3444215	EMBRACING DIVERSITY FOR THE COMMON GOOD
Registration Number:	3448364	GREAT GIFT WRAP UP
Registration Number:	3448365	TOTAL REWARDS GREAT GIFT WRAP UP
Registration Number:	3455130	EAT UP BUFFET
Registration Number:	3456911	BLUESVILLE
Registration Number:	3459699	TOTAL REWARDS
Registration Number:	3460107	GET MORE BANG FOR YOUR BUCK ...GUARANTEED!
Registration Number:	3467464	TOTAL CHOICE
Registration Number:	3467710	TAHOE PERSPECTIVE
Registration Number:	3473553	PARADE OF PRIZES
Registration Number:	3478301	SPHERE
Registration Number:	3479369	SHARE THE WEALTH
Registration Number:	3495963	SET FOR LIFE!
Registration Number:	3499073	WSOP
Registration Number:	3499087	WSOP
Registration Number:	3504812	STAY. PLAY. RELAX.
Registration Number:	3530914	EVERYTHING'S SEXIER IN PARIS
Registration Number:	3534810	WORLD SERIES OF POKER
Registration Number:	3535278	ADVENTURE ELEVATED.
Registration Number:	3537943	WORLD SERIES OF POKER
Serial Number:	77237918	CAESARS LUXURY COLLECTION
Serial Number:	77352483	CAESARS ENTERTAINMENT
Serial Number:	77438794	THE LIFE YOU WERE MEANT TO LIVE
Serial Number:	77602014	CAESARS MAN EMPEROR
Serial Number:	77602393	CAESARS WOMAN GODDESS
Serial Number:	76247550	HARRAH'S THREE WISHES
Serial Number:	77112761	THE LINQ
Serial Number:	77112801	THE LINQ
Serial Number:	77192338	WSOP
Serial Number:	77192360	WSOP

Serial Number:	77192386	WORLD SERIES OF POKER
Serial Number:	77218179	THE WORLD SERIES OF POKER. ONE OF A KIND.
Serial Number:	77223842	WSOPE
Serial Number:	77223943	WORLD SERIES OF POKER EUROPE
Serial Number:	77235142	OCTAVIUS TOWER
Serial Number:	77237485	VELVET
Serial Number:	77242907	TOURNAMENT OF CHAMPIONS
Serial Number:	77248876	FREE SLOT PLAY
Serial Number:	77269189	BEIJING NOODLE NO. 9
Serial Number:	77271836	THE LINQ
Serial Number:	77272294	THE LINQ
Serial Number:	77323570	COLOR
Serial Number:	77323575	COLOR - A SALON
Serial Number:	77366300	CHOOSE YOUR ESCAPE
Serial Number:	77367424	VERDANT HILLS
Serial Number:	77398083	COMMUNITY RICHES
Serial Number:	77409851	OPEN SKY THEATER
Serial Number:	77411628	ACE HIGH
Serial Number:	77424067	ETC
Serial Number:	77424180	37
Serial Number:	77441450	WE LOVE WHAT YOU LOVE
Serial Number:	77450581	PREVIEW
Serial Number:	77451967	GAMBLERS INVITATIONAL
Serial Number:	77457119	THE RESERVE
Serial Number:	77461080	EVERYONE PLAYS A PART
Serial Number:	77462727	CODEGREEN
Serial Number:	77467323	VINTAGE 51
Serial Number:	77470223	THE VENUE
Serial Number:	77470649	NOVEMBER NINE
Serial Number:	77475098	PUSH
Serial Number:	77475916	NOVEMBER NINE
Serial Number:	77475923	SEVEN STARS SIGNATURE EVENT
Serial Number:	77492129	MONEY IN THE TANK
Serial Number:	77497597	EARNING IS HALF THE FUN.
Serial Number:	77512108	TOTAL JACKPOTS

Serial Number:	77519779	EARTHURGENCY
Serial Number:	77521309	WHERE ENTERTAINMENT KNOWS NO BOUNDS
Serial Number:	77523188	BLUESVILLE
Serial Number:	77529148	
Serial Number:	77537065	TOTAL ENTERTAINMENT EXPERIENCE
Serial Number:	77541968	FORTUNA
Serial Number:	77545269	ATLANTIC CITY COUNTRY CLUB
Serial Number:	77547938	BENNY'S BACK ROOM
Serial Number:	77572415	ICOCKTAIL
Serial Number:	77577794	HD WINNING SPREE
Serial Number:	77580042	TALISMAN
Serial Number:	77580068	PRISM
Serial Number:	77582460	EARNED EVERYWHERE. REDEEMED ANYWHERE.
Serial Number:	77582944	SHOP. EARN. REDEEM.
Serial Number:	77583495	ANY WAY YOU SPEND, YOU WIN!
Serial Number:	77589750	WHERE WILL YOU EARN?
Serial Number:	77603247	PINK BEAN
Serial Number:	77605143	ACE HIGH SNACK BAR
Serial Number:	77605419	IT'S A WINNER WONDERLAND
Serial Number:	77606233	O'SHEAS
Serial Number:	77609693	POWERHOUSE JACKPOTS
Serial Number:	77612227	PICTURE THE PRIZE
Serial Number:	78518286	WSOP
Serial Number:	78688084	ROAD TO THE WSOP
Serial Number:	78703715	TOTAL REWARDS
Serial Number:	78791551	IBAR
Serial Number:	78957214	ROAD TO THE MAIN EVENT
Serial Number:	78477526	BINION'S HORSESHOE
Serial Number:	78477531	BINION'S
Serial Number:	78478312	BINION'S
Serial Number:	78478883	BINION'S HORSESHOE

CORRESPONDENCE DATA

Fax Number: (202)408-3141

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone:	800-927-9801 x2348
Email:	jpaterso@cscinfo.com
Correspondent Name:	Corporation Service Company
Address Line 1:	1090 Vermont Avenue NW, Suite 430
Address Line 2:	Attn: Jean Paterson
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:	HARRAHS-TM
NAME OF SUBMITTER:	Jean Paterson
Signature:	/Jean Paterson/
Date:	12/24/2008

Total Attachments: 24
source=12-24-08 Harrahs Operating-TM#page1.tif
source=12-24-08 Harrahs Operating-TM#page2.tif
source=12-24-08 Harrahs Operating-TM#page3.tif
source=12-24-08 Harrahs Operating-TM#page4.tif
source=12-24-08 Harrahs Operating-TM#page5.tif
source=12-24-08 Harrahs Operating-TM#page6.tif
source=12-24-08 Harrahs Operating-TM#page7.tif
source=12-24-08 Harrahs Operating-TM#page8.tif
source=12-24-08 Harrahs Operating-TM#page9.tif
source=12-24-08 Harrahs Operating-TM#page10.tif
source=12-24-08 Harrahs Operating-TM#page11.tif
source=12-24-08 Harrahs Operating-TM#page12.tif
source=12-24-08 Harrahs Operating-TM#page13.tif
source=12-24-08 Harrahs Operating-TM#page14.tif
source=12-24-08 Harrahs Operating-TM#page15.tif
source=12-24-08 Harrahs Operating-TM#page16.tif
source=12-24-08 Harrahs Operating-TM#page17.tif
source=12-24-08 Harrahs Operating-TM#page18.tif
source=12-24-08 Harrahs Operating-TM#page19.tif
source=12-24-08 Harrahs Operating-TM#page20.tif
source=12-24-08 Harrahs Operating-TM#page21.tif
source=12-24-08 Harrahs Operating-TM#page22.tif
source=12-24-08 Harrahs Operating-TM#page23.tif
source=12-24-08 Harrahs Operating-TM#page24.tif

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Tab settings ⇨⇨⇨ ▼ ▼ ▼ ▼ ▼ ▼ ▼

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Harrah's Operating Company, Inc.

- [ ] Individual(s)
- [ ] Association
- [ ] General Partnership
- [ ] Limited Partnership
- [ ] Corporation-State
- [x] Other Delaware corporation

Additional name(s) of conveying party(ies) attached? [x] Yes [ ] No

2. Name and address of receiving party(ies)
Name: U.S. Bank National Association
Internal Address: as Collateral Agent
Street Address: 60 Livingston Avenue
City: St. Paul State: MN Zip: 55107-1419

- [ ] Individual(s) citizenship
- [ ] Association
- [ ] General Partnership
- [ ] Limited Partnership
- [ ] Corporation-State
- [ ] Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: [ ] Yes [ ] No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? [ ] Yes [x] No

3. Nature of conveyance:

- [ ] Assignment
- [ ] Merger
- [ ] Security Agreement
- [ ] Change of Name
- [x] Other Trademark Collateral Agreement

Execution Date: 12/24/2008

4. Application number(s) or registration number(s):
A. Trademark Application No.(s) See Schedule I
B. Trademark Registration No.(s) See Schedule I

Additional number(s) attached [x] Yes [ ] No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: James P. Murphy
Internal Address: Cahill Gordon & Reindel LLP
Street Address: 80 Pine Street
City: New York State: NY Zip: 10005

6. Total number of applications and registrations involved: 495

7. Total fee (37 CFR 3.41) $

- [ ] Enclosed
- [ ] Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature:

James P. Murphy
Name of Person Signing

Signature

December 24, 2008
Date

Total number of pages including cover sheet, attachments, and documents: 23

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

ADDITIONAL NAMES OF CONVEYING PARTY (S) (In connection with Item 1 of Trademark Recordation Form Cover Sheet):

Caesars World, Inc., a Florida Corporation
Harrah's License Company, LLC, a Nevada Corporation
HHLV Management Company, LLC, a Nevada Corporation

Trademark Collateral Agreement

Trademark Collateral Agreement, dated as of December 24, 2008, by HARRAH'S OPERATING COMPANY, INC. (and each Subsidiary Party signatory hereto (each, a "Pledgor"), in favor of U.S. BANK NATIONAL ASSOCIATION, as collateral agent (in such capacity, the "Collateral Agent").

W I T N E S S E T H:

WHEREAS, each Pledgor is party to a Collateral Agreement of even date herewith (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Collateral Agreement") in favor of the Collateral Agent pursuant to which each Pledgor is required to execute and deliver this Trademark Collateral Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Collateral Agent, for the benefit of the Secured Parties, to enter into the Collateral Agreement, each Pledgor hereby agrees with the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Collateral Agreement and used herein have the meaning given to them in the Collateral Agreement.

SECTION 2. Grant of Security Interest in Collateral. Each Pledgor hereby pledges and grants to the Collateral Agent for the benefit of the Secured Parties, on a second-priority basis, a lien on and security interest in and to all of its right, title and interest in, to and under all the following Collateral of such Pledgor:

(a) Trademarks of each Pledgor listed on Schedule I attached hereto, *provided* that any "intent-to-use" Trademark which would be rendered invalid, unenforceable, or void by the grant of a security interest created pursuant to this Trademark Collateral Agreement is excluded from the foregoing security interests only for so long as the "intent-to-use" status of such Trademark continues;

(b) all goodwill associated with such Trademarks; and

(c) all proceeds of any and all of the foregoing.

SECTION 3. Collateral Agreement. The security interest granted pursuant to this Trademark Collateral Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Collateral Agreement and each Pledgor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Collateral Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any term or provision of this Trademark Collateral Agreement is deemed to conflict with the Collateral Agreement, such terms or provisions of the Collateral Agreement shall govern unless the Collateral Agent shall otherwise determine.

SECTION 4. Subject to Intercreditor Agreement. Reference is made to the intercreditor agreement (as defined in the Collateral Agreement) (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Intercreditor Agreement"). Notwithstanding any thing herein to the contrary, (i) the liens and security interests granted to the Collateral Agent pursuant to this Trademark Collateral Agreement are expressly subject and subordinate to the liens and security interests granted to Bank of America, N.A., as collateral agent (and its permitted successors), for the benefit of the secured parties referred to below pursuant to the Collateral Agreement, dated as of January 28, 2008 (as amended, amended and restated, supplemented or otherwise modified from time to time), from the "Pledgors" referred to therein, in favor of Bank of America, N.A., as collateral agent for the secured parties referred to therein, and (ii) the exercise of any right or remedy by the Collateral Agent hereunder is subject to the limitations and provisions of the Intercreditor Agreement. In the event of any conflict between the terms of the Intercreditor Agreement and the terms of this Trademark Collateral Agreement, such terms of the Intercreditor Agreement shall govern.

SECTION 5. Termination. Upon the payment in full of the Obligations (other than contingent or unliquidated obligations or liabilities not then due and payable) and termination of the Collateral Agreement, the Collateral Agent shall execute, acknowledge, and deliver to each Pledgor an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademarks under this Trademark Collateral Agreement.

SECTION 6. Counterparts. This Trademark Collateral Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Collateral Agreement by signing and delivering one or more counterparts.

SECTION 7. Governing Law. This Trademark Collateral Agreement and the rights and obligations of the Parties under this Trademark Collateral Agreement shall be construed in accordance with and governed by the law of the State of New York.

SECTION 8. Non-Assignment. Except to the extent expressly permitted in the Indenture Documents, each Pledgor agrees not to sell, license, exchange, assign or otherwise transfer or dispose of, or grant any rights with respect to, or mortgage or otherwise encumber, any of the Collateral referenced in Section 2 herein.

[signature page follows]

IN WITNESS WHEREOF, each of the undersigned has caused this Trademark Collateral Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

Harrah's Operating Company, Inc.

By: _____
Name: Jonathan S. Halkyard
Title: Senior Vice President
CFO & Treasurer

Caesars World, Inc.

By: _____

Name: Jonathan S. Halkyard
Title: Senior Vice President

Harrah's License Company, LLC

By: Harrah's Operating Company, Inc.
its Sole Member

By: _____
Name: Jonathan S. Halkyard
Title: Senior Vice President
CFO & Treasurer

HHLV Management Company, LLC

By: Harrah's Operating Company, Inc.
Its Sole Member

By: _____
Name: Jonathan S. Halkyard
Title: Senior Vice President
CFO & Treasurer

Accepted and Agreed:

U.S. BANK NATIONAL ASSOCIATION,
as Collateral Agent

By: _____
Name: Raymond S. Haverstock
Title: Vice President

SCHEDULE I
to
TRADEMARK COLLATERAL AGREEMENT
TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

Trademark Registrations:

Owner	Mark	Reg. #	Reg. Dt
Caesars World, Inc.	Caesars	0763255	1/14/1964
Caesars World, Inc.	Grape Girl (Design/Seal)	0884317	1/13/1970
Caesars World, Inc.	Caesars Palace	0907693	2/9/1971
Caesars World, Inc.	I, Caesar	0907694	2/9/1971
Caesars World, Inc.	Caesars Palace (Stylized) (Vertical)	0907696	2/9/1971
Caesars World, Inc.	Bacchanal	0931975	4/4/1972
Caesars World, Inc.	Gallleria	0945380	10/17/1972
Caesars World, Inc.	Miscellaneous Design (Burnt Edge Letter)	0947706	11/21/1972
Caesars World, Inc.	Caesars Palace	0951262	1/23/1973
Caesars World, Inc.	Caesars (Stylized)	0954637	3/6/1973
Caesars World, Inc.	Caesars	0954684	3/6/1973
Caesars World, Inc.	Caesars Palace	0963656	7/10/1973
Caesars World, Inc.	Caesars Palace	0963820	7/10/1973
Caesars World, Inc.	Circus Maximus	0965251	7/31/1973
Caesars World, Inc.	I, Caesar	0966734	8/21/1973
Caesars World, Inc.	Caesars Palace (Stylized)	0968212	9/11/1973
Caesars World, Inc.	Cleopatra's Barge	0979106	2/19/1974
Caesars World, Inc.	Caesars	0983525	5/7/1974
Caesars World, Inc.	Caesars World	0995419	10/8/1974
Caesars World, Inc.	Caesars (Stylized)	1001363	1/7/1975
Caesars World, Inc.	Caesars Palace (Stylized)	1004058	2/4/1975
Caesars World, Inc.	Caesars Palace (Stylized)	1090494	5/2/1978
Caesars World, Inc.	Caesars Palace	1091551	5/16/1978
Caesars World, Inc.	The Palace Court	1128000	12/18/1979
Caesars World, Inc.	The Palace	1128428	12/25/1979
Caesars World, Inc.	Cleopatra's Barge	1138113	7/22/1980
Caesars World, Inc.	Appian Way	1143658	12/16/1980
Caesars World, Inc.	Spanish Steps	1146922	2/10/1981
Caesars World, Inc.	Caesars Palace (Stylized)	1158035	6/23/1981
Caesars World, Inc.	Caesars Palace Las Vegas - Nevada (Grape Girl Design)	1168663	9/8/1981
Caesars World, Inc.	Caesars Tahoe (Stylized)	1186958	1/19/1982
Caesars World, Inc.	Caesars Tahoe	1191413	3/2/1982

Owner	Mark	Reg. #	Reg. Dt
Caesars World, Inc.	Miscellaneous Design (Burnt Edge Letter)	1194868	5/4/1982
Caesars World, Inc.	Caesars Tahoe (Stylized)	1201511	7/13/1982
Caesars World, Inc.	Caesars Tahoe (Stylized)	1201555	7/13/1982
Caesars World, Inc.	Caesars Tahoe	1263220	1/3/1984
Caesars World, Inc.	Caesars	1527770	3/7/1989
Caesars World, Inc.	Caesars (Stylized)	1527771	3/7/1989
Caesars World, Inc.	Caesars Woman (Stylized)	1531548	3/28/1989
Caesars World, Inc.	Caesars Man	1531549	3/28/1989
Caesars World, Inc.	Caesars Woman	1532553	4/4/1989
Caesars World, Inc.	Caesars Man (Stylized)	1538771	5/16/1989
Caesars World, Inc.	Palace Reserve	1644190	5/14/1991
Caesars World, Inc.	La Piazza	1649800	7/2/1991
Caesars World, Inc.	Caesars Palace at Sea	1663829	11/5/1991
Caesars World, Inc.	Toga Teddy	1676542	2/25/1992
Caesars World, Inc.	Emperors Club	1743663	12/29/1992
Caesars World, Inc.	The Forum Shops at Caesars	1829004	3/29/1994
Caesars World, Inc.	Emperors Everyday Giveaway	1837096	5/17/1994
Caesars World, Inc.	Caesars	1988107	7/23/1996
Caesars World, Inc.	Ferentina	2022361	12/10/1996
Caesars World, Inc.	The Palace Court	2707034	4/15/2003
Caesars World, Inc.	Chariot Run	2855799	6/22/2004
Caesars World, Inc.	Chariot Run	2868896	8/3/2004
Caesars World, Inc.	Live Famously.	2874051	8/17/2004
Caesars World, Inc.	The Other Tunica	2933243	3/15/2005
Caesars World, Inc.	Seahorse Slots	2968751	7/12/2005
Caesars World, Inc.	Colosseum Slots	2975973	7/26/2005
Caesars World, Inc.	Cypress Street Marketplace	2999188	9/20/2005
Caesars World, Inc.	Colosseum	3009896	11/1/2005
Caesars World, Inc.	Roman Rituals	3015592	11/15/2005
Caesars World, Inc.	Caesars Entertainment	3021734	11/29/2005
Caesars World, Inc.	Seahorse Slots	3024562	12/6/2005
Caesars World, Inc.	Glory of Rome	3034766	12/27/2005
Caesars World, Inc.	Caesars Entertainment (Stylized)	3058666	2/14/2006
Caesars World, Inc.	Rome Casino	3060087	2/21/2006
Caesars World, Inc.	Conquer It All.	3076028	4/4/2006
Caesars World, Inc.	Roman Plaza	3106029	6/20/2006
Caesars World, Inc.	Caesars Palace	3110398	6/27/2006
Caesars World, Inc.	Caesars Palace (Stylized)	3160198	10/17/2006
Caesars World, Inc.	The Pier at Caesars	3178188	11/28/2006
Caesars World, Inc.	Burning of Rome	3235826	5/1/2007
Caesars World, Inc.	The Forum Shops	3249070	6/5/2007

Owner	Mark	Reg. #	Reg. Dt
Caesars World, Inc.	Roman Head with Laurel Leaf (Design)	3312633	10/16/2007
Caesars World, Inc.	The Pier Shops at Caesars (& Design)	3367765	1/15/2008
Harrah's License Company, LLC	Bally (Stylized Script)	0505218	12/28/1948
Harrah's License Company, LLC	The World's Greatest Entertainers Appear at Harrah's	0869840	5/20/1969
Harrah's License Company, LLC	Bally (Stylized Script)	1012119	6/3/1975
Harrah's License Company, LLC	The Summit (Block)	1019015	8/26/1975
Harrah's License Company, LLC	The Summit (Design)	1020121	9/9/1975
Harrah's License Company, LLC	World Series of Poker (Block)	1025395	11/18/1975
Harrah's License Company, LLC	Harrah's (Block)	1067887	6/16/1977
Harrah's License Company, LLC	Showboat (Block)	1078615	11/29/1977
Harrah's License Company, LLC	Park Place	1173550	10/13/1981
Harrah's License Company, LLC	Park Place (& tree design)	1219913	12/14/1982
Harrah's License Company, LLC	Tree Design	1224155	1/18/1983
Harrah's License Company, LLC	Harrah's (Block)	1237716	5/10/1983
Harrah's License Company, LLC	City Lites	1243194	6/21/1983
Harrah's License Company, LLC	Harrah's Design	1295055	9/11/1984
Harrah's License Company, LLC	Harrah's Design	1297101	9/18/1984
Harrah's License Company, LLC	Showboat (Design - Half Flower)	1336012	5/14/1985
Harrah's License Company, LLC	Park Place	1353936	8/13/1985
Harrah's License Company, LLC	Bally's	1515843	12/6/1988
Harrah's License Company, LLC	Superbook	1519150	1/3/1989
Harrah's License Company, LLC	Bally's	1523910	2/7/1989
Harrah's License Company, LLC	Bill's (Block)	1530198	3/14/1989
Harrah's License Company, LLC	Bill's (Design)	1533685	4/4/1989
Harrah's License Company, LLC	Bally's Grand	1533712	4/4/1989
Harrah's License Company, LLC	Bally's Grand	1543909	6/13/1989
Harrah's License Company, LLC	Bally	1552562	8/22/1989
Harrah's License Company, LLC	Harrah's Del Rio (Block)	1557294	9/19/1989
Harrah's License Company, LLC	MVP	1572506	12/19/1989
Harrah's License Company, LLC	Pony Express (Design)	1578228	1/16/1990
Harrah's License Company, LLC	Bally's	1581959	2/6/1990
Harrah's License Company, LLC	Project 21 (Design)	1634559	2/5/1991
Harrah's License Company, LLC	Bally (Stylized Script)	1646697	6/4/1991
Harrah's License Company, LLC	Showboat (Boat Design)	1658559	9/24/1991
Harrah's License Company, LLC	The Top of the Boardwalk	1658560	9/24/1991
Harrah's License Company, LLC	Showboat (Script)	1666140	11/26/1991
Harrah's License Company, LLC	William Fisk's Seafood Company (Block)	1670914	12/31/1991
Harrah's License Company, LLC	Animations	1677163	2/25/1992
Harrah's License Company, LLC	O'Sheas Casino (and Design)	1692034	6/9/1992
Harrah's License Company, LLC	Ipanema Girls (Block)	1697110	6/23/1992

Owner	Mark	Reg. #	Reg. Dt
Harrah's License Company, LLC	Garden of the Dragon	1702280	7/21/1992
Harrah's License Company, LLC	Rio Rita's (Block)	1714332	9/8/1992
Harrah's License Company, LLC	Grand Casinos, Inc. (with pot of gold design)	1735194	11/24/1992
Harrah's License Company, LLC	Rio Suite Hotel & Casino (Design)	1757490	3/9/1993
Harrah's License Company, LLC	Fast Change (Design)	1765015	4/13/1993
Harrah's License Company, LLC	Sneaky Queens (Block)	1779291	6/29/1993
Harrah's License Company, LLC	Winning Streak (Design)	1787225	8/10/1993
Harrah's License Company, LLC	Rio Rita (Block)	1793006	9/14/1993
Harrah's License Company, LLC	Lightning Quarters	1801151	10/26/1993
Harrah's License Company, LLC	Grand Casino Kids Quest	1805598	11/16/1993
Harrah's License Company, LLC	Fruit Basket Buffet (and Design)	1820290	2/8/1994
Harrah's License Company, LLC	Bally Gaming	1820490	2/8/1994
Harrah's License Company, LLC	Carnival World Buffet (Block)	1827883	3/22/1994
Harrah's License Company, LLC	Harrah's (Block)	1831759	4/19/1994
Harrah's License Company, LLC	Mr. Ming's	1835833	5/10/1994
Harrah's License Company, LLC	Horseshoe (Block)	1839688	6/14/1994
Harrah's License Company, LLC	Horseshoe (Block)	1839764	6/14/1994
Harrah's License Company, LLC	Claridge	1842112	6/28/1994
Harrah's License Company, LLC	Rio (Stylized Script)	1845967	7/19/1994
Harrah's License Company, LLC	Rio (Block)	1845968	7/19/1994
Harrah's License Company, LLC	Big Bucks	1847026	7/26/1994
Harrah's License Company, LLC	Operation Bet Smart (Block)	1855402	9/20/1994
Harrah's License Company, LLC	The Party's at Harveys (Block)	1878054	2/7/1995
Harrah's License Company, LLC	Rio (Sign Design)	1908880	8/1/1995
Harrah's License Company, LLC	Bally	1909427	8/1/1995
Harrah's License Company, LLC	Know When to Stop Before You Start (Block)	1915702	8/29/1995
Harrah's License Company, LLC	Market Place Buffet	1922653	9/26/1995
Harrah's License Company, LLC	The Premier Name in Casino Entertainment (Block)	1928930	10/24/1995
Harrah's License Company, LLC	Harrah's (Orbit Design - Lined for Color)	1937292	11/21/1995
Harrah's License Company, LLC	Gift Horse (Block)	1943260	12/19/1995
Harrah's License Company, LLC	LB'S Grill	1943593	12/26/1995
Harrah's License Company, LLC	Harrah's (Orbit Design)	1946083	1/2/1996
Harrah's License Company, LLC	Flamingo	1948975	1/16/1996
Harrah's License Company, LLC	Bally's	1955699	2/13/1996
Harrah's License Company, LLC	Harrah's (Orbit Design)	1957088	2/20/1996
Harrah's License Company, LLC	It's Not Just A Game, It's The Law (Block)	1958131	2/20/1996

Owner	Mark	Reg. #	Reg. Dt
Harrah's License Company, LLC	Fiore (Block)	1964224	3/26/1996
Harrah's License Company, LLC	Try Our Brand of Fun (Block)	1970151	4/23/1996
Harrah's License Company, LLC	Where Legends are Made and Millions are Paid (Block)	1978543	6/4/1996
Harrah's License Company, LLC	Millionaire Maker (Block)	1979770	6/11/1996
Harrah's License Company, LLC	Rio (Sign Design)	1984925	7/9/1996
Harrah's License Company, LLC	Genie (Design)	1990167	7/30/1996
Harrah's License Company, LLC	Rio (Stylized Script)	1997790	9/3/1996
Harrah's License Company, LLC	Rio (Block)	1997791	9/3/1996
Harrah's License Company, LLC	The Friendliest Folks on the River (Block)	2004892	10/1/1996
Harrah's License Company, LLC	The Friendliest Folks on the River (Block)	2004893	10/1/1996
Harrah's License Company, LLC	Candymania	2007114	10/8/1996
Harrah's License Company, LLC	The Range (Block)	2011189	10/22/1996
Harrah's License Company, LLC	National Championship of Slots (Block)	2018498	11/19/1996
Harrah's License Company, LLC	Club Cappuccino (Block)	2020589	12/3/1996
Harrah's License Company, LLC	Harveys (Block)	2026250	12/31/1996
Harrah's License Company, LLC	Grand Casino Biloxi (with pot of gold design)	2026263	12/31/1996
Harrah's License Company, LLC	Harveys (Design)	2038045	2/18/1997
Harrah's License Company, LLC	Las Vegas Excitement Louisiana Style (Block)	2045583	3/18/1997
Harrah's License Company, LLC	Bally's (Stylized)	2048291	3/25/1997
Harrah's License Company, LLC	Rio Las Vegas (Block)	2053740	4/22/1997
Harrah's License Company, LLC	Harrah's Constellation Awards (Block)	2057597	4/29/1997
Harrah's License Company, LLC	Fantasea Reef (Block)	2070875	6/10/1997
Harrah's License Company, LLC	Home of Best Odds & Highest Limits	2083671	7/29/1997
Harrah's License Company, LLC	Buzios (Block)	2085147	8/5/1997
Harrah's License Company, LLC	Project 21 (Block)	2087604	8/12/1997
Harrah's License Company, LLC	Where the World Goes to Play (Block)	2091782	8/26/1997
Harrah's License Company, LLC	Home of Loosest Slots & Biggest Jackpots	2099063	9/23/1997
Harrah's License Company, LLC	1-800-HARRAHS	2118116	12/2/1997
Harrah's License Company, LLC	World Series of Poker (Block)	2119064	12/9/1997
Harrah's License Company, LLC	Total Gold (Block)	2131383	1/20/1998
Harrah's License Company, LLC	Grand Casino Tunica Mississippi (and Design)	2138187	2/24/1998
Harrah's License Company, LLC	The Art of Gaming (Block)	2140086	3/3/1998
Harrah's License Company, LLC	H (H in Horseshoe Design)	2141139	3/3/1998
Harrah's License Company, LLC	Bluesville (Logo)	2148837	4/7/1998

Owner	Mark	Reg. #	Reg. Dt
Harrah's License Company, LLC	B (Block)	2164444	6/9/1998
Harrah's License Company, LLC	WINet	2170168	6/30/1998
Harrah's License Company, LLC	Harrah's Casino (Block)	2176952	7/28/1998
Harrah's License Company, LLC	Rio Las Vegas (Block)	2207791	12/8/1998
Harrah's License Company, LLC	Rio Las Vegas (Stylized Script)	2207792	12/8/1998
Harrah's License Company, LLC	Total Rewards (Block)	2209160	12/8/1998
Harrah's License Company, LLC	Village Square (Block)	2221012	1/26/1999
Harrah's License Company, LLC	Rio Las Vegas (Script)	2221028	2/2/1999
Harrah's License Company, LLC	Rio Secco Golf Club (Block)	2223924	2/16/1999
Harrah's License Company, LLC	Harveys Casino Hotel You Can Have it All	2240209	4/20/1999
Harrah's License Company, LLC	Harrah's Passport (Block)	2249650	6/1/1999
Harrah's License Company, LLC	Harrahs.com	2268340	8/10/1999
Harrah's License Company, LLC	Spotlight on Success	2287994	10/19/1999
Harrah's License Company, LLC	Grand Casino (pot o'gold design)	2297356	12/7/1999
Harrah's License Company, LLC	Cafe Sonoma (Block)	2312618	1/25/2000
Harrah's License Company, LLC	We Care. We Card.	2321770	2/22/2000
Harrah's License Company, LLC	Cafe Sonoma (Design)	2323248	2/29/2000
Harrah's License Company, LLC	Cafe Andreotti (Block)	2335359	3/28/2000
Harrah's License Company, LLC	Island Terrace (Block)	2344420	4/25/2000
Harrah's License Company, LLC	Club Rio (Design)	2345553	4/25/2000
Harrah's License Company, LLC	Flamingo Bird Design (ONLY)	2350265	5/16/2000
Harrah's License Company, LLC	Inner Circle (Block)	2360571	6/20/2000
Harrah's License Company, LLC	Horseshoe (Block)	2370824	7/25/2000
Harrah's License Company, LLC	Bally (Stylized Script)	2377709	8/15/2000
Harrah's License Company, LLC	Total Diamond (Block)	2396572	9/12/2000
Harrah's License Company, LLC	Real. Live. Las Vegas.	2399183	10/31/2000
Harrah's License Company, LLC	C'est Si Bon	2407315	11/21/2000
Harrah's License Company, LLC	Just One More Reason to Love New Orleans	2427528	2/6/2001
Harrah's License Company, LLC	Paris Las Vegas (and Design)	2432163	2/27/2001
Harrah's License Company, LLC	Island Terrace (Design)	2432522	3/6/2001
Harrah's License Company, LLC	The Race & Sports Book Bally's Las Vegas (and Design)	2438409	3/27/2001
Harrah's License Company, LLC	Playrio.com (Block)	2459105	6/12/2001
Harrah's License Company, LLC	Total Platinum (Block)	2466390	7/3/2001
Harrah's License Company, LLC	Paris	2475977	8/7/2001
Harrah's License Company, LLC	Total Rewards (Block)	2476727	8/7/2001
Harrah's License Company, LLC	Cascata	2498816	10/16/2001
Harrah's License Company, LLC	Flamingo Las Vegas	2514373	12/4/2001
Harrah's License Company, LLC	Flamingo Las Vegas	2516588	12/11/2001
Harrah's License Company, LLC	Flamingo (Stylized)	2517266	12/11/2001

Owner	Mark	Reg. #	Reg. Dt
Harrah's License Company, LLC	Flamingo (Stylized)	2517267	12/11/2001
Harrah's License Company, LLC	Coyote Kate's Slot Parlor	2523523	12/25/2001
Harrah's License Company, LLC	Paris (Stylized)	2527696	1/8/2002
Harrah's License Company, LLC	Bluffs Run (Block)	2558258	4/9/2002
Harrah's License Company, LLC	Cascata	2565667	4/30/2002
Harrah's License Company, LLC	Horseshoe (Upright Horseshoe Design)	2567003	5/7/2002
Harrah's License Company, LLC	Play It Now, Play It First.	2582459	6/18/2002
Harrah's License Company, LLC	Harveys, A Natural Advantage (Block)	2618933	9/10/2002
Harrah's License Company, LLC	Mid-America Poker Classic (Block)	2635950	10/15/2002
Harrah's License Company, LLC	Grand Casino	2666019	12/24/2002
Harrah's License Company, LLC	Seven Sisters (Logo)	2682979	2/4/2003
Harrah's License Company, LLC	Horseshoe's Bike Nite (Design)	2704322	4/8/2003
Harrah's License Company, LLC	Horsehoe's Bike Nite (Block)	2704324	4/8/2003
Harrah's License Company, LLC	Reel Rewards (Block)	2708798	4/22/2003
Harrah's License Company, LLC	Exotic. Uninhibited. Fun.	2709302	4/22/2003
Harrah's License Company, LLC	Rio Java (Design)	2715239	5/13/2003
Harrah's License Company, LLC	Oh Yeah!	2719370	5/27/2003
Harrah's License Company, LLC	Home of the Best Odds, Highest Limits & Biggest Jackpots (Block)	2726864	6/17/2003
Harrah's License Company, LLC	Club Cappuccino (Design)	2731316	7/1/2003
Harrah's License Company, LLC	Rio All-Suite Casino Resort Las Vegas	2739406	7/22/2003
Harrah's License Company, LLC	Rio All-Suite Casino Resort Las Vegas	2739407	7/22/2003
Harrah's License Company, LLC	Fresh Market Square Buffet (Block letters)	2742085	7/29/2003
Harrah's License Company, LLC	Park Place Entertainment	2758476	9/2/2003
Harrah's License Company, LLC	Park Place Entertainment	2758477	9/2/2003
Harrah's License Company, LLC	All Slots. All Loose. All The Time.	2771335	10/7/2003
Harrah's License Company, LLC	Play, Earn and Cash In (Block)	2774258	10/14/2003
Harrah's License Company, LLC	Reel Rewards (Block)	2776841	10/21/2003
Harrah's License Company, LLC	Super Derby (Block)	2788933	12/2/2003
Harrah's License Company, LLC	Louisiana Downs Racing Horses (Design)	2791383	12/9/2003
Harrah's License Company, LLC	Lake Tahoe's Big Chill	2810666	2/3/2004
Harrah's License Company, LLC	ETotal Rewards	2814216	2/10/2004
Harrah's License Company, LLC	Because More Is Better	2819968	3/2/2004
Harrah's License Company, LLC	More Winners, More Fun, The Party's Just Begun!	2827845	3/30/2004

Owner	Mark	Reg. #	Reg. Dt
Harrah's License Company, LLC	Four Winds (Design)	2829388	4/6/2004
Harrah's License Company, LLC	Four Winds (Block)	2829389	4/6/2004
Harrah's License Company, LLC	Total Rewards (Block)	2830063	4/6/2004
Harrah's License Company, LLC	Pay Day!	2831194	4/13/2004
Harrah's License Company, LLC	Wild, Wild West Casino	2837537	5/4/2004
Harrah's License Company, LLC	Harrah's (New Swing)	2843123	5/18/2004
Harrah's License Company, LLC	Reward Credits	2847337	6/1/2004
Harrah's License Company, LLC	Bevertainer (Block)	2849732	6/1/2004
Harrah's License Company, LLC	Fast Cash	2863641	7/13/2004
Harrah's License Company, LLC	Showboat (Marquee Design)	2868364	8/3/2004
Harrah's License Company, LLC	Cash Scratch Fever (Block)	2869743	8/3/2004
Harrah's License Company, LLC	Quick Rewards (Stylized)	2871846	8/10/2004
Harrah's License Company, LLC	Louisiana Downs (Block)	2874317	8/17/2004
Harrah's License Company, LLC	Fast Cash	2880289	8/31/2004
Harrah's License Company, LLC	Million Dollar Blackjack Tournament (and Design)	2883870	9/14/2004
Harrah's License Company, LLC	Dealertainers	2888634	9/28/2004
Harrah's License Company, LLC	More Options. More Choices. More Control. (Block)	2899472	11/2/2004
Harrah's License Company, LLC	Stay, Play and Party (Block)	2899954	11/2/2004
Harrah's License Company, LLC	Play the Waves (Block)	2913850	12/21/2004
Harrah's License Company, LLC	Paris Las Vegas (and Design)	2914612	12/28/2004
Harrah's License Company, LLC	Paris Las Vegas (and Design)	2914614	12/28/2004
Harrah's License Company, LLC	Paris Las Vegas (and Design)	2914615	12/28/2004
Harrah's License Company, LLC	Rapid Fire	2933371	3/15/2005
Harrah's License Company, LLC	As Vegas as Vegas Gets.	2934412	3/22/2005
Harrah's License Company, LLC	Jacques	2934998	3/22/2005
Harrah's License Company, LLC	NYC Shell Game	2942300	4/19/2005
Harrah's License Company, LLC	Directbet (Block)	2949255	5/10/2005
Harrah's License Company, LLC	Seven Stars Club (Block)	2951635	5/17/2005
Harrah's License Company, LLC	The Wild, Wild West Casino at Bally's	2956370	5/31/2005
Harrah's License Company, LLC	Seahorse	2961555	6/7/2005
Harrah's License Company, LLC	Be Inspired	2974511	7/19/2005
Harrah's License Company, LLC	Winning Will Find You (Block)	2983321	8/9/2005
Harrah's License Company, LLC	Penny Ville	2985522	8/16/2005
Harrah's License Company, LLC	Loose Slot Louie	2986756	8/23/2005
Harrah's License Company, LLC	Pink Ginger	2986903	8/23/2005
Harrah's License Company, LLC	Casino Row	2994544	9/13/2005

Owner	Mark	Reg. #	Reg. Dt
Harrah's License Company, LLC	Louisiana Bread Company (Design)	3001127	9/27/2005
Harrah's License Company, LLC	Miss Rio	3012833	11/8/2005
Harrah's License Company, LLC	A Whole New Breed of Casino (Block)	3020080	11/29/2005
Harrah's License Company, LLC	Champagne Slots	3020236	11/29/2005
Harrah's License Company, LLC	Winfinder!	3023356	12/6/2005
Harrah's License Company, LLC	Gigi Paris	3026776	12/13/2005
Harrah's License Company, LLC	Harrah's Winning Together (Block)	3032149	12/20/2005
Harrah's License Company, LLC	More (Logo)	3039952	1/10/2006
Harrah's License Company, LLC	Royal Order (Block)	3042752	1/10/2006
Harrah's License Company, LLC	Hidden Jackpots!	3055169	1/31/2006
Harrah's License Company, LLC	Viale (design)	3057343	2/7/2006
Harrah's License Company, LLC	Legends are Made One Hand at a Time	3057640	2/7/2006
Harrah's License Company, LLC	"GO" - Grand One Stylized Logo	3065452	3/7/2006
Harrah's License Company, LLC	Voodoo Cafe & Lounge (Design)	3067474	3/14/2006
Harrah's License Company, LLC	The Seafood Legends Are Made Of.	3071118	3/21/2006
Harrah's License Company, LLC	Bevertainment (Block)	3077332	4/4/2006
Harrah's License Company, LLC	N'awlins Louisiana Cuisine (Design)	3081041	4/11/2006
Harrah's License Company, LLC	It's All About You (Block)	3089381	5/9/2006
Harrah's License Company, LLC	Beef Barron	3106584	6/20/2006
Harrah's License Company, LLC	Beat the House	3117854	7/18/2006
Harrah's License Company, LLC	Responsible Gaming is our Business	3126815	8/8/2006
Harrah's License Company, LLC	Janelas (Design)	3126836	8/8/2006
Harrah's License Company, LLC	Bambu (Block)	3135595	8/29/2006
Harrah's License Company, LLC	Carvings	3141982	9/12/2006
Harrah's License Company, LLC	World Series of Poker (Block)	3150504	10/3/2006
Harrah's License Company, LLC	Play $100 on Us!	3154110	10/10/2006
Harrah's License Company, LLC	Harveys (Design)	3154177	10/10/2006
Harrah's License Company, LLC	World Series of Poker (Chip Design - Color)	3154905	10/10/2006
Harrah's License Company, LLC	www.shopwsop.com	3158489	10/17/2006
Harrah's License Company, LLC	Voodoo	3158834	10/17/2006
Harrah's License Company, LLC	It's All Grand.	3162505	10/24/2006
Harrah's License Company, LLC	It's all about the Gambler.	3171508	11/14/2006
Harrah's License Company, LLC	"This is the Original Gambling Joint."	3171509	11/14/2006
Harrah's License Company, LLC	"Make it right for the gambler."	3171510	11/14/2006
Harrah's License Company, LLC	"Even Your Appetite Wins Here."	3171511	11/14/2006
Harrah's License Company, LLC	"If you're gambling we're gonna comp you."	3171513	11/14/2006

Owner	Mark	Reg. #	Reg. Dt
Harrah's License Company, LLC	Food as Exciting as our Gambling	3171514	11/14/2006
Harrah's License Company, LLC	Pushing the Limits of High Limits	3171591	11/14/2006
Harrah's License Company, LLC	We know what gamblers want.	3177080	11/28/2006
Harrah's License Company, LLC	Nobody Books a Bigger Bet	3177082	11/28/2006
Harrah's License Company, LLC	"We give gamblers what they want."	3177127	11/28/2006
Harrah's License Company, LLC	"Nobody does more for the gambler."	3177129	11/28/2006
Harrah's License Company, LLC	The Ultimate Gambling Experience	3180709	12/5/2006
Harrah's License Company, LLC	Paris Las Vegas (and Design)	3190882	1/2/2007
Harrah's License Company, LLC	Paris Las Vegas (and Design)	3198006	1/16/2007
Harrah's License Company, LLC	Stir (Design)	3198307	1/16/2007
Harrah's License Company, LLC	Where Will You Play?	3213421	2/27/2007
Harrah's License Company, LLC	Total Rewards (Block)	3213494	2/27/2007
Harrah's License Company, LLC	Go Wild	3213527	2/27/2007
Harrah's License Company, LLC	Stay Classic	3213545	2/27/2007
Harrah's License Company, LLC	Stay Classic	3213554	2/27/2007
Harrah's License Company, LLC	Toga	3214994	3/6/2007
Harrah's License Company, LLC	Lake Front Hotel Lake Charles	3215433	3/6/2007
Harrah's License Company, LLC	Boost	3216589	3/6/2007
Harrah's License Company, LLC	Verdant Hills	3226009	4/3/2007
Harrah's License Company, LLC	Midwest Regional Poker Championships (& Design)	3227526	4/10/2007
Harrah's License Company, LLC	Play Like the Big Dogs	3232684	4/24/2007
Harrah's License Company, LLC	$1 Million in the Bag	3239725	5/8/2007
Harrah's License Company, LLC	Ace's Diner	3242478	5/15/2007
Harrah's License Company, LLC	Sheer	3245005	5/22/2007
Harrah's License Company, LLC	Bellissimo	3246044	5/29/2007
Harrah's License Company, LLC	World Series of Poker (Block)	3250424	6/12/2007
Harrah's License Company, LLC	Slot Finder	3263858	7/10/2007
Harrah's License Company, LLC	World Series of Poker (Chip Design)	3267802	7/24/2007
Harrah's License Company, LLC	Harrah's (Block)	3268351	7/24/2007
Harrah's License Company, LLC	Masquerade & Design	3282446	8/21/2007
Harrah's License Company, LLC	Harrah's (Block)	3285300	8/28/2007
Harrah's License Company, LLC	Ultimate Flair Bartending Championship - Harrah's (Design)	3288158	9/4/2007
Harrah's License Company, LLC	World Series of Poker (Chip Design - Color)	3290269	9/11/2007
Harrah's License Company, LLC	World Series of Poker (Block)	3292249	9/11/2007
Harrah's License Company, LLC	WSOP (Block)	3292250	9/11/2007
Harrah's License Company, LLC	Seven Stars (Block)	3293190	9/18/2007

Owner	Mark	Reg. #	Reg. Dt
Harrah's License Company, LLC	Seven Stars (stylized)	3293192	9/18/2007
Harrah's License Company, LLC	Million Dollar Rewards (Logo)	3301028	10/2/2007
Harrah's License Company, LLC	Bill's Gamblin' Hall & Saloon (Design)	3316023	10/23/2007
Harrah's License Company, LLC	The Will To Do Wonders	3317049	10/23/2007
Harrah's License Company, LLC	Total Touch	3323748	10/30/2007
Harrah's License Company, LLC	Express Play (Block)	3323794	10/30/2007
Harrah's License Company, LLC	Set Sail	3333896	11/13/2007
Harrah's License Company, LLC	World Series of Poker (Block)	3347380	12/4/2007
Harrah's License Company, LLC	Harrah's Lucky Break (and Design)	3351300	12/11/2007
Harrah's License Company, LLC	Tuesday Night Supper Club & Design	3351322	12/11/2007
Harrah's License Company, LLC	WSOP (Block)	3351887	12/11/2007
Harrah's License Company, LLC	Paris	3355033	12/18/2007
Harrah's License Company, LLC	Qua	3358124	12/18/2007
Harrah's License Company, LLC	Qua (Design)	3358125	12/18/2007
Harrah's License Company, LLC	Paris (and Design)	3361414	1/1/2008
Harrah's License Company, LLC	That's More Like It.	3372631	1/22/2008
Harrah's License Company, LLC	Sycamores on the Creek	3372704	1/22/2008
Harrah's License Company, LLC	TR Logo	3386529	2/19/2008
Harrah's License Company, LLC	Set Sail (Logo)	3389578	2/26/2008
Harrah's License Company, LLC	Total Rewards (Block)	3390160	2/26/2008
Harrah's License Company, LLC	How Suite It Is	3392671	3/4/2008
Harrah's License Company, LLC	Three Wishes	3395202	3/11/2008
Harrah's License Company, LLC	Luck Ambassador (Block)	3402943	3/25/2008
Harrah's License Company, LLC	Las Vegas Meetings by Harrah's Entertainment (logo)	3404551	4/1/2008
Harrah's License Company, LLC	Push Your Luck	3405117	4/1/2008
Harrah's License Company, LLC	Qua	3407211	4/1/2008
Harrah's License Company, LLC	Qua (Design) (Color)	3407212	4/1/2008
Harrah's License Company, LLC	Hot Gifts. Cool Million.	3408859	4/8/2008
Harrah's License Company, LLC	Harrah's Foundation (logo)	3408891	4/8/2008
Harrah's License Company, LLC	Showboat (Marquee)	3408900	4/8/2008
Harrah's License Company, LLC	World Series of Poker (Chip Design)	3408925	4/8/2008
Harrah's License Company, LLC	Total Rewards (Block)	3413390	4/15/2008
Harrah's License Company, LLC	World Series of Gaming	3419746	4/29/2008
Harrah's License Company, LLC	Table Game Finder (logo)	3430973	5/20/2008
Harrah's License Company, LLC	Park Place Jewelers	3431053	5/20/2008
Harrah's License Company, LLC	Total Rewards Access	3432308	5/20/2008
Harrah's License Company, LLC	Embracing Diversity for the Common Good	3444215	6/10/2008
Harrah's License Company, LLC	Great Gift Wrap Up	3448364	6/17/2008

Owner	Mark	Reg. #	Reg. Dt
Harrah's License Company, LLC	Total Rewards Great Gift Wrap Up (logo)	3448365	6/17/2008
Harrah's License Company, LLC	Eat Up Buffet (logo)	3455130	6/24/2008
Harrah's License Company, LLC	Bluesville (Block)	3456911	7/1/2008
Harrah's License Company, LLC	Total Rewards (Block)	3459699	7/1/2008
Harrah's License Company, LLC	Get More Bang for your Buck ... Guaran-teed!	3460107	7/8/2008
Harrah's License Company, LLC	Total Choice	3467464	7/15/2008
Harrah's License Company, LLC	Tahoe Perspective	3467710	7/15/2008
Harrah's License Company, LLC	Parade of Prizes	3473553	7/22/2008
Harrah's License Company, LLC	Sphere	3478301	7/29/2008
Harrah's License Company, LLC	Share the Wealth	3479369	8/5/2008
Harrah's License Company, LLC	Set for Life!	3495963	9/2/2008
Harrah's License Company, LLC	WSOP (Block)	3499073	9/9/2008
Harrah's License Company, LLC	WSOP (Block)	3499087	9/9/2008
Harrah's License Company, LLC	Stay. Play. Relax.	3504812	9/23/2008
Harrah's License Company, LLC	Everything's Sexier in Paris	3530914	11/11/2008
Harrah's License Company, LLC	World Series of Poker (Chip Design)	3534810	11/18/2008
Harrah's License Company, LLC	Adventure Elevated.	3535278	11/18/2008
Harrah's License Company, LLC	World Series of Poker (Block)	3537943	11/25/2008

Trademark Applications:

Owner	Mark	App. #	App. Dt
Caesars World, Inc.	Caesars Luxury Col-lection	77/237918	7/25/2007
Caesars World, Inc.	Caesars Entertainment with Laurel Design	77/352483	12/14/2007
Caesars World, Inc.	The Life You Were Meant To Live	77/438794	4/3/2008
Caesars World, Inc.	Caesars Man Emperor (Block)	77/602014	10/28/2008
Caesars World, Inc.	Caesars Woman God-dess (Block)	77/602393	10/28/2008
Harrah's License Company, LLC	Harrah's Three Wishes	76/247550	4/27/2001
Harrah's License Company, LLC	The Linq	77/112761	2/21/2007
Harrah's License Company, LLC	The Linq	77/112801	2/21/2007
Harrah's License Company, LLC	WSOP (Block)	77/192338	5/29/2007
Harrah's License Company, LLC	WSOP (Block)	77/192360	5/29/2007
Harrah's License Company, LLC	World Series of Poker (Block)	77/192386	5/29/2007
Harrah's License Company, LLC	The World Series of Poker. One of a Kind.	77/218179	6/28/2007
Harrah's License Company, LLC	WSOPE	77/223842	7/7/2007
Harrah's License Company, LLC	World Series of Poker Europe (Chip Design)	77/223943	7/7/2007
Harrah's License Company, LLC	Octavius Tower	77/235142	7/20/2007

TRADEMARK
REEL: 003910 FRAME: 0429

Owner	Mark	App. #	App. Dt
Harrah's License Company, LLC	Velvet	77/237485	7/24/2007
Harrah's License Company, LLC	Tournament of Cham-pions	77/242907	7/31/2007
Harrah's License Company, LLC	Free Slot Play	77/248876	8/7/2007
Harrah's License Company, LLC	Beijing Noodle No. 9	77/269189	8/31/2007
Harrah's License Company, LLC	The Linq (logo)	77/271836	9/5/2007
Harrah's License Company, LLC	The Linq (logo)	77/272294	9/5/2007
Harrah's License Company, LLC	Color	77/323570	11/7/2007
Harrah's License Company, LLC	Color - A Salon	77/323575	11/7/2007
Harrah's License Company, LLC	Choose Your Escape	77/366300	1/8/2008
Harrah's License Company, LLC	Verdant Hills	77/367424	1/9/2008
Harrah's License Company, LLC	Community Riches	77/398083	2/15/2008
Harrah's License Company, LLC	Open Sky Theater (block)	77/409851	2/29/2008
Harrah's License Company, LLC	Ace High	77/411628	3/3/2008
Harrah's License Company, LLC	Etc (logo)	77/424067	3/17/2008
Harrah's License Company, LLC	'37 (Logo)	77/424180	3/17/2008
Harrah's License Company, LLC	We Love What You Love	77/441450	4/7/2008
Harrah's License Company, LLC	Preview	77/450581	4/17/2008
Harrah's License Company, LLC	Gamblers Invitational	77/451967	4/18/2008
Harrah's License Company, LLC	The Reserve	77/457119	4/24/2008
Harrah's License Company, LLC	Everyone Plays a Part	77/461080	4/29/2008
Harrah's License Company, LLC	CodeGreen (Logo)	77/462727	5/1/2008
Harrah's License Company, LLC	Vintage 51	77/467323	5/6/2008
Harrah's License Company, LLC	The Venue (logo)	77/470223	5/9/2008
Harrah's License Company, LLC	November Nine	77/470649	5/9/2008
Harrah's License Company, LLC	Push	77/475098	5/15/2008
Harrah's License Company, LLC	November Nine	77/475916	5/15/2008
Harrah's License Company, LLC	Seven Stars Signature Event	77/475923	5/15/2008
Harrah's License Company, LLC	Money in the Tank	77/492129	6/5/2008
Harrah's License Company, LLC	Earning is half the fun.	77/497597	6/12/2008
Harrah's License Company, LLC	Total Jackpots	77/512108	7/1/2008
Harrah's License Company, LLC	Earthurgency	77/519779	7/11/2008
Harrah's License Company, LLC	Where Entertainment Knows No Bounds	77/521309	7/14/2008
Harrah's License Company, LLC	Bluesville (Logo)	77/523188	7/16/2008
Harrah's License Company, LLC	Cowboy Bill (logo) (color)	77/529148	7/23/2008
Harrah's License Company, LLC	Total Entertainment Experience	77/537065	8/1/2008
Harrah's License Company, LLC	Fortuna	77/541968	8/7/2008
Harrah's License Company, LLC	Atlantic City Country Club (Block)	77/545269	8/12/2008
Harrah's License Company, LLC	Benny's Back Room (logo)	77/547938	8/15/2008
Harrah's License Company, LLC	ICocktail	77/572415	9/17/2008
Harrah's License Company, LLC	HD Winning Spree	77/577794	9/24/2008
Harrah's License Company, LLC	Talisman	77/580042	9/26/2008
Harrah's License Company, LLC	Prism	77/580068	9/26/2008

TRADEMARK
REEL: 003910 FRAME: 0430

Owner	Mark	App. #	App. Dt
Harrah's License Company, LLC	Earned Everywhere. Redeemed Anywhere.	77/582460	9/30/2008
Harrah's License Company, LLC	Shop. Earn. Redeem.	77/582944	10/1/2008
Harrah's License Company, LLC	Any Way You Spend, You Win!	77/583495	10/1/2008
Harrah's License Company, LLC	Where Will You Earn?	77/589750	10/9/2008
Harrah's License Company, LLC	Pink Bean (Block)	77/603247	10/29/2008
Harrah's License Company, LLC	Ace High Snack Bar (Logo)	77/605143	10/31/2008
Harrah's License Company, LLC	It's a Winner Wonder-land	77/605419	10/31/2008
Harrah's License Company, LLC	O'Sheas (Block)	77/606233	11/3/2008
Harrah's License Company, LLC	Powerhouse Jackpots	77/609693	11/7/2008
Harrah's License Company, LLC	Picture the Prize (Block)	77/612227	11/11/2008
Harrah's License Company, LLC	WSOP (Block)	78/518286	11/17/2004
Harrah's License Company, LLC	Road to the WSOP (Block)	78/688084	8/8/2005
Harrah's License Company, LLC	Total Rewards (Block)	78/703715	8/31/2005
Harrah's License Company, LLC	iBar and Design	78/791551	1/13/2006
Harrah's License Company, LLC	Road to the Main Event	78/957214	8/22/2006
HHLV Management, LLC	Binion's Horseshoe (Block)	78/477526	9/1/2004
HHLV Management, LLC	Binion's (Block)	78/477531	9/1/2004
HHLV Management, LLC	Binion's (Oval Design)	78/478312	9/3/2004
HHLV Management, LLC	Binion's Horseshoe (design)	78/478883	9/3/2004