

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
HIE Holdings, Inc.		05/01/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Harrah's Interactive Entertainment, Inc.
Street Address:	One Caesars Palace Drive
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89109
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 37

Property Type	Number	Word Mark
Registration Number:	3057640	LEGENDS ARE MADE ONE HAND AT A TIME
Registration Number:	3227526	MIDWEST REGIONAL POKER CHAMPIONSHIPS A WORLD SERIES OF POKER SATELLITE EVENT
Registration Number:	3232684	PLAY LIKE THE BIG DOGS.
Registration Number:	3563099	TOURNAMENT OF CHAMPIONS
Registration Number:	1978543	WHERE LEGENDS ARE MADE AND MILLIONS ARE PAID
Registration Number:	3419746	WORLD SERIES OF GAMING
Registration Number:	3347380	WORLD SERIES OF POKER
Registration Number:	3537943	WORLD SERIES OF POKER
Registration Number:	3250424	WORLD SERIES OF POKER
Registration Number:	2119064	WORLD SERIES OF POKER
Registration Number:	3150504	WORLD SERIES OF POKER
Registration Number:	1025395	WORLD SERIES OF POKER
Registration Number:	3292249	WORLD SERIES OF POKER

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Registration Number:	3154905	WORLD SERIES OF POKER
Registration Number:	3290269	WORLD SERIES OF POKER
Registration Number:	3267802	WORLD SERIES OF POKER
Registration Number:	3534810	WORLD SERIES OF POKER
Registration Number:	3408925	WORLD SERIES OF POKER
Registration Number:	3603346	WORLD SERIES OF POKER EUROPE
Registration Number:	3558879	2008 WORLD SERIES OF POKER SATELLITE LOCATION
Registration Number:	3053714	WORLD SERIES OF POKER TOURNAMENT OF CHAMPIONS
Registration Number:	3499087	WSOP
Registration Number:	3499073	WSOP
Registration Number:	3351887	WSOP
Registration Number:	3292250	WSOP
Registration Number:	3158489	WWW.SHOPWSOP.COM
Serial Number:	77470649	NOVEMBER NINE
Serial Number:	77475916	NOVEMBER NINE
Serial Number:	77641417	POKERPALOOZA
Serial Number:	77218179	THE WORLD SERIES OF POKER. ONE OF A KIND.
Serial Number:	77673812	WORLD SERIES OF POKER
Serial Number:	77677733	WORLD SERIES OF POKER
Serial Number:	77192386	WORLD SERIES OF POKER
Serial Number:	77673650	WSOP
Serial Number:	78518286	WSOP
Serial Number:	77192338	WSOP
Serial Number:	77223842	WSOPE

CORRESPONDENCE DATA

Fax Number: (901)680-7367
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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Correspondent Name: Jane Tyler
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Address Line 4: Memphis, TENNESSEE 38119

ATTORNEY DOCKET NUMBER:	HIE HOLDINGS TO HIE
NAME OF SUBMITTER:	Jane E. Tyler

Signature:	/jane e. tyler/
Date:	06/22/2009
Total Attachments: 3 source=hie holdings inc to hie#page1.tif source=hie holdings inc to hie#page2.tif source=hie holdings inc to hie#page3.tif	

ASSIGNMENT OF SERVICE MARKS AND TRADEMARKS

WHEREAS, HIE Holdings, 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, is the owner of certain trademarks and service marks and has acquired goodwill associated with and symbolized by said marks; and

WHEREAS, HIE Holdings, Inc. is the owner of registrations and applications relating to the said marks in the United States Patent and Trademark Office, as set out below.

Registrations:

Description of Mark	Reg. No.	Reg. Date
Legends are Made One Hand at a Time	3057540	2/7/2006
Midwest Regional Poker Championships (& Design)	3227526	4/10/2007
Play Like the Big Dogs	3232684	4/24/2007
Tournament of Champions	3563099	1/20/2009
Where Legends are Made and Millions are Paid (Block)	1978543	6/4/1996
World Series of Gaming	3419746	4/29/2008
World Series of Poker (Block)	3347380	12/4/2007
World Series of Poker (Block)	3537943	11/25/2008
World Series of Poker (Block)	3250424	6/12/2007
World Series of Poker (Block)	2119064	12/9/1997
World Series of Poker (Block)	3150504	10/3/2006
World Series of Poker (Block)	1025395	11/18/1975
World Series of Poker (Block)	3292249	9/11/2007
World Series of Poker (Chip Design - Color)	3154905	10/10/2006
World Series of Poker (Chip Design - Color)	3290269	9/11/2007
World Series of Poker (Chip Design)	3267802	7/24/2007
World Series of Poker (Chip Design)	3534810	11/18/2008
World Series of Poker (Chip Design)	3408925	4/8/2008
World Series of Poker Europe (Chip Design)	3603346	4/7/2008
World Series of Poker Satellite Location (chip design)	3558879	1/5/2009
World Series of Poker Tournament of Champions	3053714	1/31/2006
WSOP (Block)	3499087	9/9/2008
WSOP (Block)	3499073	9/9/2008
WSOP (Block)	3351887	12/11/2007
WSOP (Block)	3292250	9/11/2007
www.shopwsop.com (logo)	3158489	10/17/2006

Applications:

Description of Mark	App. No.	App. Date
November Nine	77/470649	5/9/2008
November Nine	77/475916	5/15/2008
Pokerpaioza	77/541417	12/30/2008
The World Series of Poker, One of a Kind.	77/218179	6/28/2007
World Series of Poker (Block)	77/673812	2/19/2009
World Series of Poker (Block)	77/677733	2/25/2009
World Series of Poker (Block)	77/192386	5/29/2007
WSOP (Block)	77/673650	2/19/2009
WSOP (Block)	78/518286	11/17/2004
WSOP (Block)	77/192338	5/29/2007
WSOPE	77/223842	7/7/2007

WHEREAS, Harrah's Interactive Entertainment, Inc., a company duly organized and existing under and by virtue of the laws of the State of Delaware, 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 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, HIE Holdings, Inc. does hereby transfer and assign to Harrah's Interactive Entertainment, Inc. 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.

HIE Holdings, Inc.

By: 

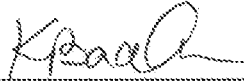
Michael D. Cohen
Secretary

Date: May 1, 2009

STATE OF NEVADA)
)
COUNTY OF CLARK)

Personally appeared before me the above named Michael D. Cohen, known or proved to me to be the same person who executed the foregoing instrument and to be the Secretary of HIE Holdings, 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 1st day of May, 2009.



Notary Public

