

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Harrah's Interactive Entertainment, Inc.		11/22/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Caesars 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: 40			
Property Type	Number	Word Mark	
Registration Number:	3858314	I'M A PLAYER	
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:	3687410	POKERPALOOZA	
Registration Number:	3563099	TOURNAMENT OF CHAMPIONS	
Registration Number:	1978543	WHERE LEGENDS ARE MADE AND MILLIONS AREPAID	
Registration Number:	3419746	WORLD SERIES OF GAMING	
Registration Number:	2119064	WORLD SERIES OF POKER	
Registration Number:	3150504	WORLD SERIES OF POKER	
Registration Number:	3250424	WORLD SERIES OF POKER	
Registration Number:	1025395	WORLD SERIES OF POKER	
Registration Number:	3292249	WORLD SERIES OF POKER	

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TRADEMARK
 REEL: 004425 FRAME: 0585

Registration Number:	3347380	WORLD SERIES OF POKER
Registration Number:	3537943	WORLD SERIES OF POKER
Registration Number:	3868170	WORLD SERIES OF POKER
Registration Number:	3669372	WORLD SERIES OF POKER
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:	3499073	WSOP
Registration Number:	3794994	WSOP
Registration Number:	3499087	WSOP
Registration Number:	3292250	WSOP
Registration Number:	3351887	WSOP
Registration Number:	3861223	WSOPE
Registration Number:	3158489	WWW.SHOPWSOP.COM
Serial Number:	77475916	NOVEMBER NINE
Serial Number:	85170566	WORLD SERIES OF POKER
Serial Number:	85175914	WORLD SERIES OF POKER
Serial Number:	77673650	WSOP
Serial Number:	85171729	WSOP
Serial Number:	85175905	WSOP
Serial Number:	85037987	DREAMS DEALT DAILY
Serial Number:	77470649	NOVEMBER NINE

CORRESPONDENCE DATA

Fax Number: (901)680-7367
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 901-680-7369
Email: jtyler@caesars.com
Correspondent Name: Jane E. Tyler
Address Line 1: 6075 Poplar Avenue
Address Line 2: Suite 500
Address Line 4: Memphis, TENNESSEE 38119

TRADEMARK

REEL: 004425 FRAME: 0586

NAME OF SUBMITTER:	Jane E. Tyler
Signature:	/jane e. tyler/
Date:	12/06/2010
Total Attachments: 3 source=HARRAH S INTERACTIVE ENTERTAINMENT, INC. DE - CERTIFICATE OF AMENENENT#page1.tif source=HARRAH S INTERACTIVE ENTERTAINMENT, INC. DE - CERTIFICATE OF AMENENENT#page2.tif source=HARRAH S INTERACTIVE ENTERTAINMENT, INC. DE - CERTIFICATE OF AMENENENT#page3.tif	

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "HARRAH'S INTERACTIVE ENTERTAINMENT, INC.", CHANGING ITS NAME FROM "HARRAH'S INTERACTIVE ENTERTAINMENT, INC." TO "CAESARS INTERACTIVE ENTERTAINMENT, INC.", FILED IN THIS OFFICE ON THE TWENTY-SECOND DAY OF NOVEMBER, A.D. 2010, AT 7:02 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

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You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8372769

DATE: 11-22-10

TRADEMARK
REEL: 004425 FRAME: 0588

**CERTIFICATE OF AMENDMENT
TO THE CERTIFICATE OF INCORPORATION OF
HARRAH'S INTERACTIVE ENTERTAINMENT, INC.**

Dated as of November 22, 2010

Harrah's Interactive Entertainment, Inc., a corporation organized and existing under the Delaware General Corporation Law ("DGCL"), hereby certifies as follows:

FIRST: The name of this corporation is Harrah's Interactive Entertainment, Inc. (the "Corporation").

SECOND: The certificate of incorporation of the Corporation was filed with the Secretary of State of the State of Delaware on April 7, 2009 (the "Existing Certificate").

THIRD: The Existing Certificate is hereby amended by restating Article FIRST as follows:

"FIRST: The name of this corporation shall be Caesars Interactive Entertainment, Inc. "

FOURTH: The amendment of the Existing Certificate herein certified has been duly adopted and approved by the Sole Stockholder of the Corporation by written consent in lieu of a meeting thereof in accordance with Sections 228(a), 228(e) and 242 of the DGCL.

* * * * *

IN WITNESS WHEREOF, the undersigned, DOES HEREBY CERTIFY that the facts hereinabove stated are truly set forth and, accordingly, has hereunto set his hand as of the date first above written.

HARRAH'S INTERACTIVE ENTERTAINMENT, INC.

By: 

Name: Michael D. Cohen

Title: Secretary

[HIE Certificate of Amendment - Name Change]