

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 |
| Game Show Network LLC | | 11/16/2010 | LIMITED LIABILITY COMPANY: 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: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2999068 | WORLD SERIES OF BLACKJACK | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (404)881-7777 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Email: | betsy.perkins@alston.com | | |
| Correspondent Name: | Ginabeth B. Hutchison | | |
| Address Line 1: | 1201 West Peachtree Street | | |
| Address Line 4: | Atlanta, GEORGIA 30309-3424 | | |
| ATTORNEY DOCKET NUMBER: | 024002/283656 | | |
| NAME OF SUBMITTER: | Ginabeth B. Hutchison | | |
| Signature: | /Ginabeth B. Hutchison/ | | |
| Date: | 01/14/2011 | | |

OP \$40.00 2999068

Total Attachments: 1
source=Harrah's WSOB Assignment#page1.tif

UNITED STATES SERVICE MARK ASSIGNMENT

WHEREAS, Game Show Network LLC, a Delaware limited liability company, located and doing business at 2150 Colorado Avenue, Santa Monica, California 90404 ("GSN") has adopted and used the service mark WORLD SERIES OF BLACKJACK (the "Mark"), and for which GSN owns Reg. No. 2999068;

WHEREAS, Harrah's Interactive Entertainment, Inc., a Delaware corporation located and doing business at One Caesars Palace Drive, Las Vegas, Nevada 89109 ("Harrah's") is desirous of acquiring all right, title, and interest in and to the Mark and the registration thereof, together with the goodwill connected with the use of and symbolized by the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, GSN hereby assigns, transfers and delivers to Harrah's, all right, title and interest in and to the Mark, together with the goodwill connected with the use of and symbolized by the Mark.

Executed at Santa Monica, California, this 16 day of November 2010.

By: AW
Name: Ann J. Maron
Title: Vice President, Business +
Legal Affairs