

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|  |   |                           |                       |
|--|---|---------------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>  |   | NEW ASSIGNMENT            |                       |
| <b>NATURE OF CONVEYANCE:</b>   |   | CHANGE OF NAME            |                       |
| <b>CONVEYING PARTY DATA</b>  |   |                           |                       |
| <b>Name</b>  | <b>Formerly</b>                         | <b>Execution Date</b>     | <b>Entity Type</b>    |
| Harrah's Interactive Entertainment, Inc.   |   | 11/22/2010                | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>  |   |                           |                       |
| <b>Name:</b>   | Caesars Interactive Entertainment, Inc. |                           |                       |
| <b>Street Address:</b>   | One Caesars Palace Drive                |                           |                       |
| <b>City:</b>   | Las Vegas                               |                           |                       |
| <b>State/Country:</b>  | NEVADA                                  |                           |                       |
| <b>Postal Code:</b>  | 89109                                   |                           |                       |
| <b>Entity Type:</b>  | CORPORATION: DELAWARE                   |                           |                       |
| <b>PROPERTY NUMBERS Total: 1</b>   |   |                           |                       |
| <b>Property Type</b>   | <b>Number</b>                           | <b>Word Mark</b>          |                       |
| Registration Number:   | 2999068                                 | WORLD SERIES OF BLACKJACK |                       |
| <b>CORRESPONDENCE DATA</b>   |   |                           |                       |
| <b>Fax Number:</b>   | (404)881-7777                           |                           |                       |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |   |                           |                       |
| <b>Phone:</b>  | 404-881-7000                            |                           |                       |
| <b>Email:</b>  | betsy.perkins@alston.com                |                           |                       |
| <b>Correspondent Name:</b>   | Ginabeth B. Hutchison                   |                           |                       |
| <b>Address Line 1:</b>   | 1201 West Peachtree Street              |                           |                       |
| <b>Address Line 4:</b>   | Atlanta, GEORGIA 30309-3424             |                           |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>   | 024002/283656                           |                           |                       |
| <b>NAME OF SUBMITTER:</b>  | Ginabeth B. Hutchison                   |                           |                       |
| <b>Signature:</b>  | /Ginabeth B. Hutchison/                 |                           |                       |
| <b>Date:</b>   | 01/14/2011                              |                           |                       |

OP \$40.00 2999068

Total Attachments: 0

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