

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 License Company, LLC		11/23/2010	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	Caesars License Company, LLC		
Street Address:	ONE CAESARS PALACE DRIVE		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77931508	CLUB RIO	
CORRESPONDENCE DATA			
Fax Number:	(901)907-0958		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	jtyler@caesars.com		
Correspondent Name:	Jane E. Tyler		
Address Line 1:	6075 Poplar Ave., Suite 500		
Address Line 4:	Memphis, TENNESSEE 38119		
NAME OF SUBMITTER:	Jane E. Tyler		
Signature:	/jane e. tyler/		
Date:	01/27/2011		

Total Attachments: 1

source=CAESARS LICENSE COMPANY LLC NV- AMENDMENT CHANGING NAME FROM HARRAHS LICENSE

TRADEMARK

900182477

REEL: 004461 FRAME: 0846

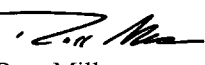
CH \$40.00 77931508



ROSS MILLER
 Secretary of State
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Filed in the office of  Ross Miller Secretary of State State of Nevada	Document Number 20100877317-26
	Filing Date and Time 11/23/2010 11:00 AM
	Entity Number LLC19835-2004

**Amendment to
 Articles of Organization**
 (PURSUANT TO NRS 86.221)

USE BLACK INK ONLY - DO NOT HIGHLIGHT

ABOVE SPACE IS FOR OFFICE USE ONLY

**Certificate of Amendment to Articles of Organization
 For a Nevada Limited-Liability Company
 (Pursuant to NRS 86.221)**

1. Name of limited-liability company:

Harrah's License Company, LLC

2. The company is managed by: Managers **OR** Members
(check only one box)

3. The articles have been amended as follows: (provide article numbers, if available)*

Article 1 is hereby amended as follows:
 "1. Name of Limited Liability Company: Caesars License Company, LLC"

4. Signature (must be signed by at least one manager or by a managing member):

By: Caesars Operating Company, Inc. (f/k/a Harrah's Operating Company, Inc.)
 Jonathan S. Halkyard, Senior Vice President and Chief Financial Officer

X 

 Signature

* 1) If amending company name, it must contain the words "Limited-Liability Company," "Limited Company," or "Limited," or the abbreviations "Ltd.," "L.L.C.," or "L.C.," "LLC" or "LC." The word "Company" may be abbreviated as "Co."
 2) If adding managers, provide names and addresses.

FILING FEE: \$175.00

IMPORTANT: Failure to include any of the above information and submit with the proper fees may cause this filing to be rejected.

This form must be accompanied by appropriate fees.

Nevada Secretary of State 86.221 LLC Amendment
 Revised: 10-16-09