

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
Atlantic City Coin & Slot Service Company, Inc.		05/07/2013	CORPORATION: NEW JERSEY

RECEIVING PARTY DATA

Name:	Playtika Ltd
Street Address:	23 Menachem Begin Street
Internal Address:	15th Floor
City:	Tel Aviv
State/Country:	ISRAEL
Postal Code:	66183
Entity Type:	LIMITED LIABILITY COMPANY: ISRAEL

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2404465	SLOTTO
Registration Number:	2568220	POWER SLOTTO
Registration Number:	3330278	SUPER SLOTTO CELEBRATION

CORRESPONDENCE DATA

Fax Number: 9015902202
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 901-590-0493
 Email: trademark@caesars.com
 Correspondent Name: Jane Tyler
 Address Line 1: 5885 Ridgeway Center Parkway
 Address Line 2: Suite 233
 Address Line 4: Memphis, TENNESSEE 38119

DOMESTIC REPRESENTATIVE

CH \$90.00 2404465

Name: Caesars Entertainment Corporation
Address Line 1: One Caesars Palace Drive
Address Line 4: Las Vegas, NEVADA 89119

NAME OF SUBMITTER:	Jane E. Tyler, Assistant Secretary
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Signature:	/jane e. tyler/
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Date:	05/31/2013
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Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS, Atlantic City Coin & Slot Service Company, Inc., a New Jersey corporation having its principal place of business at 201 West Decatur Avenue, Pleasantville, New Jersey 08323, (hereinafter "Assignor"), is the sole and exclusive owner of all right, title and interest in and to the trademarks and registrations shown on Schedule A hereto and the goodwill associated therewith (collectively, the "Marks");

WHEREAS, Assignor has entered into a Confidential Settlement and Trademark Assignment Agreement (the "Agreement") with Playtika Ltd., an Israel limited liability company with its principal place of business at 23 Menachem Begin Street, 15th Floor, Tel Aviv, Israel 66183, Israel (hereinafter "Assignee"); and

WHEREAS, in connection with the consummation of the Agreement, Assignor desires to sell to Assignee, and Assignee desires to acquire from Assignor, all right, title and interest in and to the Marks.

NOW, THEREFORE, in consideration of the promises, covenants, warranties, and agreements in the Agreement and this Trademark Assignment, and other good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Assignor does hereby sell, assign, transfer and convey to Assignee all of Assignor's right, title and interest throughout the world in and to the Marks, including all registrations and applications for registration thereof, together with the goodwill of the business symbolized thereby and appurtenant thereto, and including any and all claims, causes of action or rights to sue for any relief and recover all damages for past, present or future infringement or dilution of the Marks in any and all jurisdictions throughout the world.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed as of the date indicated below.

ATLANTIC CITY COIN & SLOT SERVICE COMPANY, INC.

By: 

Printed Name: THOMAS McCORMICK
Executive Vice President
& General Counsel

Title: _____

Date: 5/7/13

SCHEDULE A

Trademark	Trademark Reg. No.	Goods
SLOTTO	U.S. Reg. No. 2,404,465	"Gaming machines, namely, slot machines with or without a video output."
POWER SLOTTO	U.S. Reg. No. 2,568,220	"Gaming Machines; Namely, Slot Machines With or Without a Video Output."
SUPER SLOTTO CELEBRATION	U.S. Reg. No. 3,330,278	"Gaming equipment, namely, slot machines with or without video output and parts therefor."