

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|---|----------------|-----------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Caesars License Company, LLC | FORMERLY Harrah's License Company, LLC | 02/18/2014 | LIMITED LIABILITY COMPANY: NEVADA |
| RECEIVING PARTY DATA | | | |
| Name: | Bally's Park Place, Inc. | | |
| Street Address: | One Caesars Palace Drive | | |
| City: | Las Vegas | | |
| State/Country: | NEVADA | | |
| Postal Code: | 89109 | | |
| Entity Type: | CORPORATION: NEW JERSEY | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 1842112 | CLARIDGE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 9015902202 | | |
| | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | |
| 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 | | |
| ATTORNEY DOCKET NUMBER: | CLARIDGE | | |
| NAME OF SUBMITTER: | Jane E. Tyler | | |
| Signature: | /jane e. tyler/ | | |

CH \$40.00 1842112

Date:

02/18/2014

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK
(Federal Registration)

WHEREAS, Caesars License Company, LLC, a limited liability company organized and existing under the laws of the State of Nevada, having a principal place of business at One Caesars Palace Drive, Las Vegas, Nevada 89109, is the owner of a certain service mark and has acquired goodwill associated with and symbolized by said mark; and

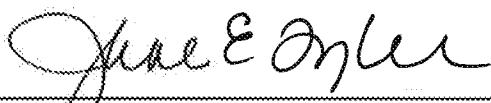
WHEREAS, Caesars License Company, LLC. is the owner of a registration relating to the said mark in the United States Patent and Trademark Office, as follows (the "Registration"):

| <i>Description of Mark</i> | <i>Registration Number</i> | <i>Registration Date</i> |
|--------------------------------|--------------------------------|------------------------------|
| Claridge | 1842112 | 6/28/1994 |

WHEREAS, Bally's Park Place, Inc., a corporation organized and existing under and by virtue of the laws of the State of New Jersey, having a principal place of business at One Caesars Palace Drive, Las Vegas, Nevada 89109, is desirous of acquiring all of the right, title and interest in and to said mark, including but not limited to all common law rights and the registration set forth herein;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Caesars License Company, LLC does hereby transfer and assign to Bally's Park Place, Inc. all of its right, title and interest in and to the said mark together with the goodwill of the business symbolized by the mark, and the registration thereof hereinbefore listed.

CAESARS LICENSE COMPANY, LLC BY
Caesars Entertainment Operating Company,
Inc., its sole member

By: 

Jane E. Tyler
Its: Assistant Secretary

Date: February 18, 2014

TRADEMARK
REEL: 005218 FRAME: 0078

STATE OF TENNESSEE)
)
COUNTY OF SHELBY)

Personally appeared before me the above named Jane E. Tyler, known or proved to me to be the same person who executed the foregoing instrument and to be the Assistant Secretary of Caesars Entertainment Operating Company, Inc., sole member of Caesars License Company, LLC., and acknowledged to me that she executed the same as her free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this 18th day of February, 2014.

Valerie Lisa
Notary Public

My Commission expires December 10, 2016.

