

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM313841

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NOTICE OF CHANGE OF ADMINISTRATIVE AGENT AND COLLATERAL AGENT - ASSIGNMENT OF SECURITY INTEREST IN INTELLECTUAL PROPERTY		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BANK OF AMERICA, N.A., AS ADMINISTRATIVE AGENT AND COLLATERAL AGENT		07/25/2014	National Association: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CREDIT SUISSE AG, CAYMAN ISLANDS BRANCH AS SUCCESSOR ADMINISTRATIVE AGENT AND COLLATERAL AGENT		
<b>Street Address:</b>	11 MADISON AVENUE		
<b>City:</b>	NEW YORK		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10010		
<b>Entity Type:</b>	Bank: SWITZERLAND		
<b>PROPERTY NUMBERS Total: 382</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78457601	CHAMPAGNE SLOTS	
<b>Serial Number:</b>	76539461	DIRECTBET	
<b>Serial Number:</b>	85554069	HOOPS ON THE STRIP	
<b>Serial Number:</b>	73255431	PARK PLACE	
<b>Serial Number:</b>	77316049	PARK PLACE JEWELERS	
<b>Serial Number:</b>	78979247	QUA	
<b>Serial Number:</b>	78979248	QUA BATHS & SPA	
<b>Serial Number:</b>	86242739	SOCCER ON THE STRIP	
<b>Serial Number:</b>	78710925	TOGA	
<b>Serial Number:</b>	77462727	CODEGREEN	
<b>Serial Number:</b>	77519779	EARTHURGENCY	
<b>Serial Number:</b>	75148973	HARRAH'S CONSTELLATION AWARDS	
<b>Serial Number:</b>	78510174	HARRAH'S WINNING TOGETHER	
<b>Serial Number:</b>	85521783	PLAY WITHOUT PAIN	
<b>Serial Number:</b>	75569397	SPOTLIGHT ON SUCCESS	
<b>Serial Number:</b>	77157849	THE WILL TO DO WONDERS	
<b>Serial Number:</b>	74669228	IT'S NOT JUST A GAME, IT'S THE TRADEMARK	

CH \$9565.00 78457601

Property Type	Number	Word Mark
Serial Number:	74555770	KNOW WHEN TO STOP BEFORE YOU START
Serial Number:	74406592	OPERATION BET SMART
Serial Number:	75152041	PROJECT 21
Serial Number:	74044558	SUPPORT PROJECT 21
Serial Number:	78705476	RESPONSIBLE GAMING IS OUR BUSINESS
Serial Number:	75668003	WE CARE. WE CARD.
Serial Number:	85711352	GLITZ TO GO
Serial Number:	86191823	SUGAR SQUARED
Serial Number:	78154762	EXPRESS PLAY
Serial Number:	76247550	HARRAH'S THREE WISHES
Serial Number:	77783373	ISPIN
Serial Number:	77064706	MILLION DOLLAR REWARDS
Serial Number:	78095058	REEL REWARDS
Serial Number:	76358694	REEL REWARDS
Serial Number:	77258237	SHARE THE WEALTH
Serial Number:	78972510	SLOT FINDER
Serial Number:	77296524	TABLE GAME FINDER
Serial Number:	77580042	TALISMAN
Serial Number:	76072652	THREE WISHES
Serial Number:	75242363	1-800-HARRAHS
Serial Number:	77424180	37
Serial Number:	78944004	ACE'S DINER
Serial Number:	77829988	BE PART OF THE FUN
Serial Number:	77032971	BELLISSIMO
Serial Number:	78732311	CARVINGS
Serial Number:	75009005	CLUB CAPPUCINO
Serial Number:	76319394	CLUB CAPPUCINO HARRAH'S
Serial Number:	78066628	COME OUT AND PLAY
Serial Number:	85245367	COME OUT AND PLAY
Serial Number:	77424067	ETC
Serial Number:	77461080	EVERYONE PLAYS A PART
Serial Number:	78154780	FAST CASH
Serial Number:	85346117	FIGHT REPUBLIC
Serial Number:	74671533	FIORE
Serial Number:	78167332	FRESH MARKET SQUARE BUFFET
Serial Number:	75000570	
Serial Number:	85784480	HARRAH'S
Serial Number:	75478478	HARRAH'S PASSPORT
Serial Number:	75383697	HARRAHS.COM

**TRADEMARK**

Property Type	Number	Word Mark
Serial Number:	78791551	IBAR
Serial Number:	74700888	MILLIONAIRE MAKER
Serial Number:	74710130	NATIONAL CHAMPIONSHIP OF SLOTS
Serial Number:	85438610	NATIONAL SLOT LEAGUE
Serial Number:	85496829	NSL
Serial Number:	85150492	PET STAY
Serial Number:	78771669	PLAY \$100 ON US!
Serial Number:	77400162	STAY. PLAY. RELAX.
Serial Number:	74406593	THE PREMIER NAME IN CASINO ENTERTAINMENT
Serial Number:	74701587	THE RANGE
Serial Number:	77457119	THE RESERVE
Serial Number:	86116415	THIS IS HOW WE ROLL
Serial Number:	78873728	VOODOO
Serial Number:	78392786	VOODOO CAFE & LOUNGE
Serial Number:	74672635	WHERE THE WORLD GOES TO PLAY
Serial Number:	77645119	YOU, YOUR FRIENDS & US
Serial Number:	77269189	BEIJING NOODLE NO. 9
Serial Number:	75712526	CASCATA
Serial Number:	75712527	CASCATA
Serial Number:	85303827	REALM
Serial Number:	78368060	SEAHORSE
Serial Number:	86135420	THE ILYSE
Serial Number:	75646182	ANDREOTTI
Serial Number:	75086992	FANTASEA REEF
Serial Number:	86185397	FIRST RESORT FOR FUN
Serial Number:	77634470	JOY LUCK NOODLE BAR
Serial Number:	78197284	LOUISIANA DOWNS
Serial Number:	78199756	
Serial Number:	86235367	MAGNOLIA HOUSE
Serial Number:	77409851	OPEN SKY THEATER
Serial Number:	86174730	POWERHOUSE ALLEY
Serial Number:	85847944	'RITAS CANTINA
Serial Number:	86020832	SELU GARDEN CAFE
Serial Number:	78957904	SHEER
Serial Number:	78956361	SPHERE
Serial Number:	78199798	SUPER DERBY
Serial Number:	75110634	THE ART OF GAMING
Serial Number:	73040279	THE SUMMIT
Serial Number:	73040278	THE SUMMIT

**TRADEMARK**

Property Type	Number	Word Mark
Serial Number:	85187082	THISTLEDOWN
Serial Number:	85805821	TD
Serial Number:	86042660	ULTIMATE FLAIR BARTENDING CHAMPIONSHIP
Serial Number:	77367424	VERDANT HILLS
Serial Number:	78787272	VERDANT HILLS
Serial Number:	77234865	BLUESVILLE
Serial Number:	77523188	BLUESVILLE
Serial Number:	75182186	BLUESVILLE
Serial Number:	76123859	BLUFFS RUN
Serial Number:	74542128	GIFT HORSE
Serial Number:	77470223	THE VENUE
Serial Number:	78787387	"EVEN YOUR APPETITE WINS HERE."
Serial Number:	78787382	"MAKE IT RIGHT FOR THE GAMBLER."
Serial Number:	78798458	"NOBODY DOES MORE FOR THE GAMBLER."
Serial Number:	86185992	14FORTY
Serial Number:	77547938	BENNY'S BACK ROOM
Serial Number:	86186015	B'MORE BREWS
Serial Number:	86163460	DARE
Serial Number:	76464872	FOUR WINDS
Serial Number:	76464866	FOUR WINDS
Serial Number:	75295680	H
Serial Number:	75126308	HOME OF BEST ODDS & HIGHEST LIMITS
Serial Number:	75126318	HOME OF LOOSEST SLOTS & BIGGEST JACKPOTS
Serial Number:	76424606	HOME OF THE BEST ODDS, HIGHEST LIMITS &
Serial Number:	85784474	HORSESHOE
Serial Number:	74430595	HORSESHOE
Serial Number:	74431062	HORSESHOE
Serial Number:	75736249	HORSESHOE
Serial Number:	76160719	
Serial Number:	77657333	HORSESHOE
Serial Number:	78787328	IT'S ALL ABOUT THE GAMBLER.
Serial Number:	75009695	LAS VEGAS EXCITEMENT LOUISIANA STYLE
Serial Number:	85290551	MILLION DOLLAR SUMMER GIVEAWAY
Serial Number:	85045419	NEVER GAMBLE HUNGRY
Serial Number:	78795020	NOBODY BOOKS A BIGGER BET
Serial Number:	85310910	NUMBER ONE SINCE DAY ONE
Serial Number:	77475098	PUSH
Serial Number:	85310764	RISK IS ITS OWN REWARD
Serial Number:	85310177	SETTLE FOR MORE

**TRADEMARK**

Property Type	Number	Word Mark
Serial Number:	86302944	SMOKE & RYE
Serial Number:	77827106	SUITCASE MAN \$5,000,000 · GIVEAWAY ·
Serial Number:	74570575	THE FRIENDLIEST FOLKS ON THE RIVER
Serial Number:	74570663	THE FRIENDLIEST FOLKS ON THE RIVER
Serial Number:	85221780	THE GENERAL MANAGER'S CLUB
Serial Number:	85817842	THE SHOE
Serial Number:	85818184	THE SHOE
Serial Number:	85383573	THE SPREAD
Serial Number:	78795483	THE ULTIMATE GAMBLING EXPERIENCE
Serial Number:	74691215	TRY OUR BRAND OF FUN
Serial Number:	75366182	VILLAGE SQUARE
Serial Number:	77467323	VINTAGE 51
Serial Number:	78795000	WE KNOW WHAT GAMBLERS WANT.
Serial Number:	85311260	WE LEFT RESTRAINT OFF THE MENU
Serial Number:	77521309	WHERE ENTERTAINMENT KNOWS NO BOUNDS
Serial Number:	85653307	3535
Serial Number:	76067657	COYOTE KATE'S SLOT PARLOR
Serial Number:	78439241	PENNY VILLE
Serial Number:	77450581	PREVIEW
Serial Number:	77441450	WE LOVE WHAT YOU LOVE
Serial Number:	75106946	WILD, WILD WEST CASINO
Serial Number:	77847280	500 WILD WEEKENDS
Serial Number:	77851680	A WHOLE NEW WORLD OF ACCESS
Serial Number:	85065039	ALL STAGE PASS
Serial Number:	85193051	ALL STAGE PASS
Serial Number:	86125247	ANTHOLOGY
Serial Number:	77583495	ANY WAY YOU SPEND, YOU WIN!
Serial Number:	77922127	BESTSELLER BLITZ
Serial Number:	85007252	BUFFET OF BUFFETS
Serial Number:	77366300	CHOOSE YOUR ESCAPE
Serial Number:	77582460	EARNED EVERYWHERE. REDEEMED ANYWHERE.
Serial Number:	77273410	GREAT GIFT WRAP UP
Serial Number:	77577794	HD WINNING SPREE
Serial Number:	85717216	HIDDEN JACKPOTS
Serial Number:	77738111	LUCKY ROLLER
Serial Number:	85822468	M MILLIONAIRE MAKER
Serial Number:	78290896	MORE
Serial Number:	78233159	MORE OPTIONS. MORE CHOICES. MORE CONTROL
Serial Number:	86160703	PLAY BY TOTAL REWARDS

**TRADEMARK**

Property Type	Number	Word Mark
Serial Number:	86160700	PLAY BY TR
Serial Number:	78294160	QUICK REWARDS
Serial Number:	85198773	READY. SET. REWARDS.
Serial Number:	76505451	REWARD CREDITS
Serial Number:	86079397	SAVE. TRAVEL. EARN. REPEAT.
Serial Number:	77063406	SEVEN STARS
Serial Number:	78389437	SEVEN STARS
Serial Number:	77063431	SEVEN STARS
Serial Number:	85735150	SEVEN STARS
Serial Number:	77475923	SEVEN STARS SIGNATURE EVENT
Serial Number:	77582944	SHOP. EARN. REDEEM.
Serial Number:	85643271	THE GREAT RACE TO REWARDS
Serial Number:	85154067	TIER SCORE
Serial Number:	77339754	TOTAL CHOICE
Serial Number:	77919525	TOTAL CONNECT
Serial Number:	77926718	TOTAL CONNECT
Serial Number:	85043030	TC TOTAL CONNECT
Serial Number:	77537065	TOTAL ENTERTAINMENT EXPERIENCE
Serial Number:	77809928	TOTAL EXPERIENCES
Serial Number:	77847843	TOTAL EXPERIENCES
Serial Number:	75199563	TOTAL GOLD
Serial Number:	78893899	TOTAL REWARDS
Serial Number:	78924294	TOTAL REWARDS
Serial Number:	78924305	TOTAL REWARDS
Serial Number:	78934506	TOTAL REWARDS
Serial Number:	78703715	TOTAL REWARDS
Serial Number:	75421336	TOTAL REWARDS
Serial Number:	75941224	TOTAL REWARDS
Serial Number:	78225661	TOTAL REWARDS
Serial Number:	77645077	TOTAL REWARDS AIR
Serial Number:	77886092	TOTAL REWARDS ALLIANCE
Serial Number:	77273471	TOTAL REWARDS GREAT GIFT WRAP UP
Serial Number:	85293000	TOTAL REWARDS MARKETPLACE
Serial Number:	85372252	TR TOTAL REWARDS
Serial Number:	85372313	TR TOTAL REWARDS
Serial Number:	77671331	TOTAL ROCK
Serial Number:	86174849	TOTAL SNAPSHOT
Serial Number:	77150003	TOTAL TOUCH
Serial Number:	86160688	TOTAL VEGAS

**TRADEMARK**

Property Type	Number	Word Mark
Serial Number:	85374085	TR
Serial Number:	85374120	TR
Serial Number:	86079401	TR GETAWAYS
Serial Number:	85383920	TR INSIDER
Serial Number:	86173786	TR LIVE EVENTS
Serial Number:	77877523	WALK AWAY A WINNER
Serial Number:	77589750	WHERE WILL YOU EARN?
Serial Number:	86079392	WHERE WILL YOU GET AWAY?
Serial Number:	78882840	WHERE WILL YOU PLAY?
Serial Number:	75148194	WINET
Serial Number:	78366812	CASINO ROW
Serial Number:	85701599	GRAND GB BILOXI
Serial Number:	77745925	GRAND BILOXI CASINO · HOTEL · SPA
Serial Number:	74527169	GRAND CASINO BILOXI
Serial Number:	75061670	GRAND CASINO TUNICA MISSISSIPPI
Serial Number:	74537588	LB'S GRILL
Serial Number:	74527170	MARKET PLACE BUFFET
Serial Number:	85361102	BIG EASY ON THE BOARDWALK
Serial Number:	85014470	OSHI
Serial Number:	73098380	SHOWBOAT
Serial Number:	73504079	SHOWBOAT
Serial Number:	74104648	SHOWBOAT
Serial Number:	85230047	HIGH ROLLER
Serial Number:	86122914	LAUNCH LOUNGE
Serial Number:	86122864	LINE ROLLER PASS
Serial Number:	86113159	PURPLE ZEBRA
Serial Number:	86122884	SKY SHOP
Serial Number:	86246749	THE LINQ
Serial Number:	85154027	THE LINQ
Serial Number:	85155889	THE LINQ
Serial Number:	85155880	THE LINQ
Serial Number:	85291466	THE LINQ
Serial Number:	85562616	THE LINQ
Serial Number:	77028361	GET MORE BANG FOR YOUR BUCK ...GUARANTEE
Serial Number:	77802032	TUNICA ROADHOUSE CASINO & HOTEL
Serial Number:	77802035	TUNICA ROADHOUSE CASINO & HOTEL
Serial Number:	77436939	ADVENTURE ELEVATED.
Serial Number:	74483631	HARVEYS
Serial Number:	74483632	HARVEYS

**TRADEMARK**

Property Type	Number	Word Mark
Serial Number:	78821394	HARVEYS
Serial Number:	75295646	HARVEYS CASINO HOTEL YOU CAN HAVE IT ALL
Serial Number:	74484989	THE PARTY'S AT HARVEYS
Serial Number:	85918927	APOSTROPHE
Serial Number:	73208395	APPIAN WAY
Serial Number:	72380682	BACCHANAL
Serial Number:	85784404	CAESARS
Serial Number:	85434679	CAESARS
Serial Number:	72158560	CAESARS
Serial Number:	72453396	CAESARS
Serial Number:	72413086	CAESARS
Serial Number:	73684985	CAESARS
Serial Number:	77745347	CAESARS
Serial Number:	85018746	CAESARS
Serial Number:	74629226	CAESARS
Serial Number:	73297472	CAESARS
Serial Number:	72413085	CAESARS
Serial Number:	72453395	CAESARS
Serial Number:	73684986	CAESARS
Serial Number:	85601338	CAESARS
Serial Number:	85580324	CAESARS CASINO
Serial Number:	85562550	CAESARS CASINO
Serial Number:	86160292	CAESARS CHALET
Serial Number:	85825480	CAESARS ENLISTING HEROES
Serial Number:	78274378	CAESARS ENTERTAINMENT
Serial Number:	77352483	CAESARS ENTERTAINMENT
Serial Number:	85796866	CAESARS IMPERIUM
Serial Number:	73712810	CAESARS MAN
Serial Number:	73712811	CAESARS MAN
Serial Number:	77602014	CAESARS MAN EMPEROR
Serial Number:	72410294	CAESARS PALACE
Serial Number:	72421350	CAESARS PALACE
Serial Number:	72300265	CAESARS PALACE
Serial Number:	72415187	CAESARS PALACE
Serial Number:	73141287	CAESARS PALACE
Serial Number:	73141327	CAESARS PALACE
Serial Number:	72421424	CAESARS PALACE
Serial Number:	72410295	CAESARS PALACE
Serial Number:	73204775	CAESARS PALACE
TRADEMARK		



Property Type	Number	Word Mark
Serial Number:	72300270	CAESARS PALACE
Serial Number:	86079489	CAESARS SLOTS
Serial Number:	73712812	CAESARS WOMAN
Serial Number:	73712809	CAESARS WOMAN
Serial Number:	77602393	CAESARS WOMAN GODDESS
Serial Number:	72432162	CAESARS WORLD
Serial Number:	72380684	CIRCUS MAXIMUS
Serial Number:	72446003	CLEOPATRA'S BARGE
Serial Number:	76417751	COLOSSEUM
Serial Number:	78507357	CONQUER IT ALL.
Serial Number:	78375280	CYPRESS STREET MARKETPLACE
Serial Number:	74216577	EMPERORS CLUB
Serial Number:	74491361	FERENTINA
Serial Number:	72380686	GALLERIA
Serial Number:	72300268	
Serial Number:	85796836	IMPERIUM
Serial Number:	74075870	LA PIAZZA
Serial Number:	85191620	LAS VEGAS MEETINGS BY CAESARS ENTERTAINM
Serial Number:	85492653	LAUREL COLLECTION
Serial Number:	72368458	
Serial Number:	85197796	OCTAVIUS TOWER
Serial Number:	85480298	REIGN
Serial Number:	85959040	RESPLENDENCE STARTS HERE
Serial Number:	85601352	
Serial Number:	78963477	
Serial Number:	78472414	ROMAN PLAZA
Serial Number:	85336581	ROMAN RITUALS
Serial Number:	85006352	ROUTINELY SPECTACULAR
Serial Number:	78753702	THE FORUM SHOPS
Serial Number:	74097973	THE FORUM SHOPS AT CAESARS
Serial Number:	77438794	THE LIFE YOU WERE MEANT TO LIVE
Serial Number:	76443613	THE PALACE COURT
Serial Number:	78567836	THE PIER SHOPS AT CAESARS
Serial Number:	73778759	TOGA TEDDY
Serial Number:	85173932	CAESARS FOUNDATION
Serial Number:	85175431	CAESARS FOUNDATION
Serial Number:	76535651	CHARIOT RUN
Serial Number:	76535650	CHARIOT RUN
Serial Number:	86305387	IMPERIUM

**TRADEMARK**

Property Type	Number	Word Mark
Serial Number:	86305371	CAESARS IMPERIUM
Serial Number:	86305248	CAESARS REPUBLIC
Serial Number:	77045400	THE PIER SHOPS AT CAESARS
Serial Number:	86307934	THE LINQ
Serial Number:	86295955	SQUEEZE
Serial Number:	86263094	PEEK
Serial Number:	86252993	VELVET VEGAS
Serial Number:	85318483	HARRAH'S
Serial Number:	78971741	HARRAH'S
Serial Number:	78920624	QUA BATHS & SPA
Serial Number:	78920618	QUA
Serial Number:	78771958	TR
Serial Number:	78249083	HARRAH'S
Serial Number:	78481496	LUCK AMBASSADOR
Serial Number:	78478051	SET FOR LIFE!
Serial Number:	78154778	FAST CASH
Serial Number:	77497597	EARNING IS HALF THE FUN.
Serial Number:	77357824	TAHOE PERSPECTIVE
Serial Number:	77318210	PARADE OF PRIZES
Serial Number:	77267578	SHOWBOAT THE MARDI GRAS CASINO
Serial Number:	77264878	HARRAH'S FOUNDATION
Serial Number:	77253712	HOT GIFTS. COOL MILLION.
Serial Number:	77243510	PUSH YOUR LUCK
Serial Number:	77243269	EMBRACING DIVERSITY FOR THE COMMON GOOD
Serial Number:	77210760	SYCAMORES ON THE CREEK
Serial Number:	77194134	THAT'S MORE LIKE IT.
Serial Number:	77184425	LAS VEGAS MEETINGS BY HARRAH'S ENTERTAIN
Serial Number:	77165309	HOW SUITE IT IS
Serial Number:	77144942	TOTAL REWARDS ACCESS
Serial Number:	77132414	HARRAH'S LUCKY-BREAK
Serial Number:	77105090	TOTAL REWARDS SET SAIL DREAM CRUISE GIVE
Serial Number:	77063135	HARRAH'S
Serial Number:	75823120	BALLY
Serial Number:	75356576	HARRAH'S CASINO
Serial Number:	74257775	HARRAH'S
Serial Number:	74711619	BALLY'S
Serial Number:	74615040	HARRAHS
Serial Number:	74538625	BALLY'S SALOON & GAMBLING HALL
Serial Number:	74514951	HARRAHS

**TRADEMARK**

Property Type	Number	Word Mark
Serial Number:	74514836	HARRAH'S
Serial Number:	74395750	MR. MING'S
Serial Number:	74155686	BALLY
Serial Number:	74063579	BALLY
Serial Number:	73419756	HARRAH'S
Serial Number:	73419468	HARRAHS
Serial Number:	73809446	BALLY'S
Serial Number:	73687446	BALLY
Serial Number:	73666822	BALLY'S
Serial Number:	73666811	BALLY'S
Serial Number:	73310979	HARRAH'S
Serial Number:	73101437	HARRAH'S
Serial Number:	73024101	BALLY
Serial Number:	71532200	BALLY

#### CORRESPONDENCE DATA

##### Fax Number:

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

Email: mmakover@paulweiss.com, dewilliams@paulweiss.com

Correspondent Name: MATTHEW S. MAKOVER

Address Line 1: 1285 AVENUE OF THE AMERICAS

Address Line 4: NEW YORK, NEW YORK 10019-6064

ATTORNEY DOCKET NUMBER:	19717-041
NAME OF SUBMITTER:	Matthew S. Makover
SIGNATURE:	/Matthew S. Makover/
DATE SIGNED:	08/13/2014

#### Total Attachments: 25

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**TRADEMARK**

**REEL: 005344 FRAME: 0882**

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**NOTICE OF CHANGE OF ADMINISTRATIVE AGENT AND  
COLLATERAL AGENT -  
ASSIGNMENT OF SECURITY INTEREST IN INTELLECTUAL PROPERTY**

**July 25, 2014**

WHEREAS, Caesars Entertainment Operating Company, Inc. (formerly known as Harrah's Operating Company, Inc.) (the "Borrower"), Caesars World, Inc., Caesars License Company, LLC (formerly known as Harrah's License Company, LLC) and HHLV Management Company, LLC (collectively, the "Grantors") own all right, title and interest in and to the Trademarks, Copyrights and Patents listed on Schedule A hereto (the "Intellectual Property");

WHEREAS, the Borrower, Holdings, the Lenders, Bank of America, N.A., as Administrative Agent and Collateral Agent (in such capacities, the "Existing Agent") and each other party named therein have entered into the Second Amended and Restated Credit Agreement, dated as of March 1, 2012 (as amended, restated, amended and restated, supplemented or otherwise modified prior to the effectiveness of the Amendment Agreement (as defined below), the "Existing Credit Agreement"), pursuant to which the Lenders have severally agreed to make Loans and the L/C Issuers to issue Letters of Credit to the Borrower upon the terms and subject to the conditions therein;

WHEREAS, the Borrower, Holdings, the Existing Agent, the Successor Agent (as defined below) and each other party named therein have entered into the Amendment Agreement to the Existing Credit Agreement (the "Amendment Agreement"; the Existing Credit Agreement, as amended and restated by the Amendment Agreement, the "Credit Agreement"), dated as of July 25, 2014;

WHEREAS, in connection with the Credit Agreement, (a) Caesars World, Inc., Harrah's License Company, LLC, HHLV Management Company, LLC and the Existing Agent have entered into the Trademark Collateral Agreement, dated as of January 28, 2008 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "2008 Trademark Collateral Agreement"), (b) Caesars World, Inc., Harrah's License Company, LLC and the Existing Agent have entered into the Trademark Collateral Agreement, dated as of June 9, 2009 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "June 9, 2009 Trademark Collateral Agreement"), (c) Caesars World, Inc., Harrah's License Company, LLC and the Existing Agent have entered into the Trademark Collateral Agreement, dated as of June 25, 2009 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "June 25, 2009 Trademark Collateral Agreement"), (d) Caesars World, Inc., Harrah's License Company, LLC and the Existing Agent have entered into the Trademark Collateral Agreement, dated as of June 15, 2010 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "2010 Trademark Collateral Agreement"), (e) Caesars World, Inc., Caesars License Company, LLC and the Existing Agent have entered into the Trademark Collateral Agreement, dated as of April 3, 2012 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "2012 Trademark Collateral Agreement"), (f) Caesars World, Inc., Caesars License Company, LLC and the Existing Agent have entered into the Trademark Collateral Agreement, dated as of February 20, 2013 (as amended, restated, amended

and restated, supplemented or otherwise modified from time to time, the “February 2013 Trademark Collateral Agreement”), (g) Caesars License Company, LLC and the Existing Agent have entered into the Trademark Collateral Agreement, dated as of March 27, 2013 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “March 2013 Trademark Collateral Agreement”), (h) Caesars License Company, LLC and the Existing Agent have entered into the Trademark Collateral Agreement, dated as of July 9, 2014 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “July 2014 CLC Trademark Collateral Agreement”), (i) Caesars World, Inc. and the Existing Agent have entered into the Trademark Collateral Agreement, dated as of July 9, 2014 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “July 2014 CWI Trademark Collateral Agreement”), (j) Harrah’s License Company, LLC and the Existing Agent have entered into the Copyright Collateral Agreement, dated as of January 28, 2008 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “2008 Copyright Collateral Agreement”), (k) Harrah’s License Company, LLC and the Existing Agent have entered into the Copyright Collateral Agreement, dated as of June 25, 2009 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “2009 Copyright Collateral Agreement”), (l) Harrah’s License Company, LLC and the Existing Agent have entered into the Copyright Collateral Agreement, dated as of June 15, 2010 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “2010 Copyright Collateral Agreement”), (m) Caesars License Company, LLC and the Existing Agent have entered into the Copyright Collateral Agreement, dated as of July 9, 2014 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “2014 Copyright Collateral Agreement”), (n) the Borrower, Caesars World, Inc. and the Existing Agent have entered into the Patent Collateral Agreement, dated as of January 28, 2008 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “2008 Patent Collateral Agreement”), (o) the Borrower and the Existing Agent have entered into the Patent Collateral Agreement, dated as of June 25, 2009 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “2009 Patent Collateral Agreement”), (p) the Borrower and the Existing Agent have entered into the Patent Collateral Agreement, dated as of April 3, 2012 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “2012 Patent Collateral Agreement”) and (q) the Borrower and the Existing Agent have entered into the Patent Collateral Agreement, dated as of March 27, 2013 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the “2013 Patent Collateral Agreement”, and, together with the 2008 Trademark Collateral Agreement, the June 9, 2009 Trademark Collateral Agreement, the June 25, 2009 Trademark Collateral Agreement, the 2010 Trademark Collateral Agreement, the 2012 Trademark Collateral Agreement, the July 2014 CLC Trademark Collateral Agreement, the July 2014 CWI Trademark Collateral Agreement, the February 2013 Trademark Collateral Agreement, the March 2013 Trademark Collateral Agreement, the 2008 Copyright Collateral Agreement, the 2009 Copyright Collateral Agreement, the 2010 Copyright Collateral Agreement, the 2014 Copyright Collateral Agreement, 2008 Patent Collateral Agreement, the 2009 Patent Collateral Agreement and the 2012 Patent Collateral Agreement, the “Intellectual Property Security Agreements”) in order to induce the Lenders to make Loans and the L/C Issuers to issue Letters of Credit;

WHEREAS, pursuant to the Intellectual Property Security Agreements, the Grantors have granted to the Existing Agent, for the ratable benefit of the Secured Parties, a security interest in certain intellectual property of the Grantors, including the Intellectual Property, and such security interest was recorded in the United States Patent and Trademark Office and the United States Copyright Office; and

WHEREAS, the Borrower, the Existing Agent and Credit Suisse AG, Cayman Islands Branch, have entered into the Agency Successor Agreement dated as of July 25, 2014 (the "Agency Successor Agreement") whereby the Existing Agent ceases to be the Administrative Agent and Collateral Agent and is replaced by Credit Suisse AG, Cayman Islands Branch as successor Administrative Agent and successor Collateral Agent (in such capacities, the "Successor Agent") under the Credit Agreement, the Intellectual Property Security Agreements and other Loan Documents;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each party, the parties hereby agree and confirm that:

1. Bank of America, N.A. has ceased to be the Administrative Agent and Collateral Agent under the Credit Agreement, the Intellectual Property Security Agreements and other Loan Documents;
2. Credit Suisse AG, Cayman Islands Branch is now the Administrative Agent and Collateral Agent under the Credit Agreement, the Intellectual Property Security Agreements and other Loan Documents; and
3. Nothing herein shall be deemed to terminate or impair the continuity of the security interest in the Intellectual Property originally granted to the Existing Agent, which security interest is now succeeded by and transferred to Credit Suisse AG, Cayman Islands Branch in its capacity as the Successor Agent.


All other terms and conditions are more fully set out in the Agency Successor Agreement and the Amendment Agreement. Unless otherwise defined herein or the context otherwise requires, the terms used in this agreement shall have the meanings provided or provided by reference in the Agency Successor Agreement or other Loan Documents.

*[Signature Pages to Follow]*

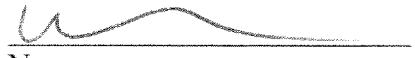
IN WITNESS WHEREOF, the parties hereto have caused this agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

CREDIT SUISSE AG, CAYMAN ISLANDS  
BRANCH,  
as successor Administrative Agent and Collateral  
Agent

By:

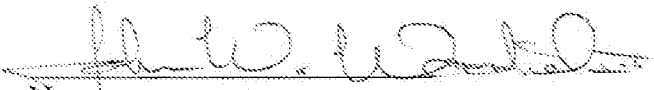
  
Name: JOHN D. TORONTO  
Title: AUTHORIZED SIGNATORY

By:

  
Name: WHITNEY GASTON  
Title: AUTHORIZED SIGNATORY




BANK OF AMERICA, N.A.,  
as existing Administrative Agent and Collateral  
Agent

By:   
Name: John W. Woodiel III  
Title: Managing Director


*[Signature Page to IP Assignment Agreement]*

AGREED AND ACKNOWLEDGED:

CAESARS ENTERTAINMENT  
OPERATING COMPANY, INC., as Borrower

By:   
Name: Donald Colvin  
Title: Executive Vice President and  
Chief Financial Officer

CAESARS ENTERTAINMENT  
CORPORATION, as Holdings

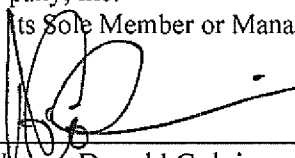
By:   
Name: Donald Colvin  
Title: Executive Vice President and  
Chief Financial Officer

Caesars World, Inc.,  
as Grantor

By: \_\_\_\_\_  
Name: Gary Loveman  
Title: President

Caesars License Company, LLC,  
HHLV Management Company, LLC,  
as Grantors

By: Caesars Entertainment Operating Company, Inc.  
its Sole Member or Manager

By:   
Name: Donald Colvin  
Title: Executive Vice President and  
Chief Financial Officer

*[Signature Page to IP Assignment Agreement]*

**TRADEMARK**  
**REEL: 005344 FRAME: 0889**

AGREED AND ACKNOWLEDGED:

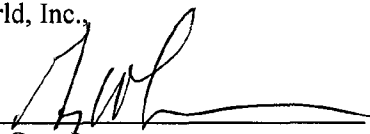
CAESARS ENTERTAINMENT  
OPERATING COMPANY, INC., as Borrower

By: \_\_\_\_\_  
Name: Donald Colvin  
Title: Executive Vice President and  
Chief Financial Officer

CAESARS ENTERTAINMENT  
CORPORATION, as Holdings

By: \_\_\_\_\_  
Name: Donald Colvin  
Title: Executive Vice President and  
Chief Financial Officer

Caesars World, Inc.,  
as Grantor

By:  \_\_\_\_\_  
Name: Gary Loveman  
Title: President

Caesars License Company, LLC,  
HHLV Management Company, LLC,  
as Grantors

By: Caesars Entertainment Operating Company, Inc.  
its Sole Member or Manager

By: \_\_\_\_\_  
Name: Donald Colvin  
Title: Executive Vice President and  
Chief Financial Officer

*[Signature Page to IP Assignment Agreement]*

## SCHEDULE A

### Patents and Patent Applications

Registered Owner/ Grantor	Title	Patent No. or Application No.
Caesars Entertainment Operating Company, Inc.	Bet Tracking System for Gaming Tables	5,613,912
Caesars Entertainment Operating Company, Inc.	Bet Guarantee System	5,766,075
Caesars Entertainment Operating Company, Inc.	System for the Tracking and Management of Transactions in a Pit Area of a Gaming Establishment	5,809,482
Caesars Entertainment Operating Company, Inc.	Cabinet for Gaming Machine	D422162
Caesars Entertainment Operating Company, Inc.	Resource Price Management Incorporating Indirect Value	6,993,494
Caesars Entertainment Operating Company, Inc.	Automated Service Scheduling System	6,962,531
Caesars Entertainment Operating Company, Inc.	Customer Valuation in a Resource Price Manager	7,212,978
Caesars Entertainment Operating Company, Inc.	Self-Verifying Gaming Voucher Having Secondary Machine Readable Indicia	7,118,478
Caesars Entertainment Operating Company, Inc.	Universal Comp Bank and Regional Servers for Use in Multi-Property Casino Enterprise	7,329,185
Caesars Entertainment Operating Company, Inc.	Unified Player Rewards	7,410,422
Caesars Entertainment Operating Company, Inc.	National Customer Recognition System and Method	7,419,427
Caesars Entertainment Operating Company, Inc.	Combined Cashless/Cash Gaming Machine	5,919,091
Caesars Entertainment Operating Company, Inc.	Player Tracking and Rewards Card (Flamingo)	D486515
Caesars Entertainment Operating Company, Inc.	Player Tracking and Rewards Card (Bally's)	D485860
Caesars Entertainment Operating Company, Inc.	Player Tracking and Rewards Card (Paris)	D485861
Caesars Entertainment Operating Company, Inc.	Player Tracking and Rewards Card (Las Vegas)	D485862
Caesars Entertainment Operating Company, Inc.	Player Tracking and Rewards Card (Caesar's Palace)	D486179
Caesars Entertainment Operating Company, Inc.	Automated Service Scheduling System Based on Customer Value	7,765,121
Caesars Entertainment Operating Company, Inc.	Progressive Promotional Marketing System	7,717,788
Caesars Entertainment Operating Company, Inc.	Real-Time Marketing at Gaming Machines	7,927,213
Caesars Entertainment Operating Company, Inc.	Automated Service Scheduling System Based on Customer Value	8,000,990
Caesars Entertainment Operating Company, Inc.	Real-Time Marketing at Gaming Machines	8,210,939
Caesars Entertainment Operating Company, Inc.	Skilled Based Games of Chance	8,430,733
Caesars Entertainment Operating Company, Inc.	Universal Comp Bank and Regional Servers for Use in Multi-Property Casino Enterprise	8,579,701
Caesars Entertainment Operating Company, Inc.	Skilled Based Games of Chance	13/784,552
Caesars Entertainment Operating Company, Inc.	Maximum Available Credits Withdrawal	13/037,657
Caesars Entertainment Operating Company, Inc.	Blackjack Side Bet Based on Poker Hand Formed from Dealer's Blackjack Hand	14/218,515

### **Trademark Registrations and Applications**

<b>Registered Owner/ Grantor</b>	<b>Trademark</b>	<b>App. No.</b>	<b>Reg. No.</b>	<b>Status</b>
Caesars License Company, LLC	Champagne Slots	78/457601	3020236	Registered
Caesars License Company, LLC	Directbet (Block)	76/539461	2949255	Registered
Caesars License Company, LLC	Hoops on the Strip	85/554069	4194766	Registered
Caesars License Company, LLC	Park Place	73/255431	1353936	Registered
Caesars License Company, LLC	Park Place Jewelers	77/316049	3431053	Registered
Caesars License Company, LLC	Qua	78/979247	3358124	Registered
Caesars License Company, LLC	Qua Baths & Spa (Design)	78/979248	3358125	Registered
Caesars License Company, LLC	Soccer on the Strip (Block)	86/242739		Pending ITU
Caesars License Company, LLC	Toga	78/710925	3214994	Registered
Caesars License Company, LLC	CodeGreen (Logo)	77/462727	3617308	Registered
Caesars License Company, LLC	Earthurgency	77/519779	3700017	Registered
Caesars License Company, LLC	Harrah's Constellation Awards (Block)	75/148973	2057597	Registered
Caesars License Company, LLC	Harrah's Winning Together (Block)	78/510174	3032149	Registered
Caesars License Company, LLC	Play without Pain (Block)	85/521783	4186858	Registered
Caesars License Company, LLC	Spotlight on Success	75/569397	2287994	Registered
Caesars License Company, LLC	The Will To Do Wonders	77/157849	3317049	Registered
Caesars License Company, LLC	It's Not Just A Game, It's The Law (Block)	74/669228	1958131	Registered
Caesars License Company, LLC	Know When to Stop Before You Start (Block)	74/555770	1915702	Registered
Caesars License Company, LLC	Operation Bet Smart (Block)	74/406592	1855402	Registered
Caesars License Company, LLC	Project 21 (Block)	75/152041	2087604	Registered
Caesars License Company, LLC	Support Project 21 (Design)	74/044558	1634559	Registered
Caesars License Company, LLC	Responsible Gaming is our Business	78/705476	3126815	Registered
Caesars License Company, LLC	We Care. We Card.	75/668003	2321770	Registered
Caesars License Company, LLC	Glitz to Go (Logo)	85/711352	4336325	Registered
Caesars License Company, LLC	Sugar Squared	86/191823		Pending ITU
Caesars License Company, LLC	Express Play (Block)	78/154762	3323794	Registered
Caesars License Company, LLC	Harrah's Three Wishes	76/247550	3578308	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	ISpin	77/783373	3794875	Registered
Caesars License Company, LLC	Million Dollar Rewards (Logo)	77/064706	3301028	Registered
Caesars License Company, LLC	Reel Rewards (Block)	78/095058	2776841	Registered
Caesars License Company, LLC	Reel Rewards (Block)	76/358694	2708798	Registered
Caesars License Company, LLC	Share the Wealth	77/258237	3479369	Registered
Caesars License Company, LLC	Slot Finder	78/972510	3263858	Registered
Caesars License Company, LLC	Table Game Finder (logo)	77/296524	3430973	Registered
Caesars License Company, LLC	Talisman	77/580042	3850698	Registered
Caesars License Company, LLC	Three Wishes	76/072652	3395202	Registered
Caesars License Company, LLC	1-800-HARRAHS	75/242363	2118116	Registered
Caesars License Company, LLC	'37 (Logo)	77/424180	3555139	Registered
Caesars License Company, LLC	Ace's Diner	78/944004	3242478	Registered
Caesars License Company, LLC	Be Part of the Fun	77/829988	3794906	Registered
Caesars License Company, LLC	Bellissimo	77/032971	3246044	Registered
Caesars License Company, LLC	Carvings	78/732311	3141982	Registered
Caesars License Company, LLC	Club Cappuccino (Block)	75/009005	2020589	Registered
Caesars License Company, LLC	Club Cappuccino Harrah's (Design)	76/319394	2731316	Registered
Caesars License Company, LLC	Come Out and Play (Block)	78/066628	2982818	Registered
Caesars License Company, LLC	Come Out and Play (Block)	85/245367	4043454	Registered
Caesars License Company, LLC	Etc (logo)	77/424067	3577746	Registered
Caesars License Company, LLC	Everyone Plays a Part	77/461080	3577807	Registered
Caesars License Company, LLC	Fast Cash	78/154780	2863641	Registered
Caesars License Company, LLC	Fight Republic (Block)	85/346117	4100290	Registered
Caesars License Company, LLC	Fiore (Block)	74/671533	1964224	Registered
Caesars License Company, LLC	Fresh Market Square Buffet (Block letters)	78/167332	2742085	Registered
Caesars License Company, LLC	Genie (Design)	75/000570	1990167	Registered
Caesars License Company, LLC	Harrah's (Block)	85/784480		Pending ITU
Caesars License Company, LLC	Harrah's Passport (Block)	75/478478	2249650	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Harrahs.com	75/383697	2268340	Registered
Caesars License Company, LLC	iBar (Design)	78/791551	3715310	Registered
Caesars License Company, LLC	Millionaire Maker (Block)	74/700888	1979770	Registered
Caesars License Company, LLC	National Championship of Slots (Block)	74/710130	2018498	Registered
Caesars License Company, LLC	National Slot League (Block)	85/438610	4207977	Registered
Caesars License Company, LLC	NSL Logo (Color)	85/496829	4186191	Registered
Caesars License Company, LLC	PetStay (Logo)	85/150492	3984681	Registered
Caesars License Company, LLC	Play \$100 on Us!	78/771669	3154110	Registered
Caesars License Company, LLC	Stay. Play. Relax.	77/400162	3504812	Registered
Caesars License Company, LLC	The Premier Name in Casino Entertainment (Block)	74/406593	1928930	Registered
Caesars License Company, LLC	The Range (Block)	74/701587	2011189	Registered
Caesars License Company, LLC	The Reserve	77/457119	3801600	Registered
Caesars License Company, LLC	This is How We Roll	86/116415		Pending ITU
Caesars License Company, LLC	Voodoo	78/873728	3158834	Registered
Caesars License Company, LLC	Voodoo Cafe & Lounge (Design)	78/392786	3067474	Registered
Caesars License Company, LLC	Where the World Goes to Play (Block)	74/672635	2091782	Registered
Caesars License Company, LLC	You, Your Friends & Us	77/645119	3687412	Registered
Caesars License Company, LLC	Beijing Noodle No. 9	77/269189	3738566	Registered
Caesars License Company, LLC	Cascata	75/712526	2498816	Registered
Caesars License Company, LLC	Cascata	75/712527	2565667	Registered
Caesars License Company, LLC	Realm (Block)	85/303827		Pending ITU
Caesars License Company, LLC	Seahorse	78/368060	2961555	Registered
Caesars License Company, LLC	The Ilyse	86/135420		Pending ITU
Caesars License Company, LLC	Andreotti (Block)	75/646182	2335359	Registered
Caesars License Company, LLC	Fantasea Reef (Block)	75/086992	2070875	Registered
Caesars License Company, LLC	First Resort for Fun	86/185397		Pending ITU
Caesars License Company, LLC	Joy Luck Noodle Bar	77/634470	3647464	Registered
Caesars License Company, LLC	Louisiana Downs (Block)	78/197284	2874317	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Louisiana Downs Racing Horses (Design)	78/199756	2791383	Registered
Caesars License Company, LLC	Magnolia House (Block)	86/235367		Pending ITU
Caesars License Company, LLC	Open Sky Theater (block)	77/409851	3678372	Registered
Caesars License Company, LLC	Powerhouse Alley	86/174730		Pending
Caesars License Company, LLC	'ritas cantina (Design)	85/847944	4420107	Registered
Caesars License Company, LLC	Selu Garden Cafe	86/020832	4504817	Registered
Caesars License Company, LLC	Sheer	78/957904	3245005	Registered
Caesars License Company, LLC	Sphere	78/956361	3478301	Registered
Caesars License Company, LLC	Super Derby (Block)	78/199798	2788933	Registered
Caesars License Company, LLC	The Art of Gaming (Block)	75/110634	2140086	Registered
Caesars License Company, LLC	The Summit (Block)	73/040279	1019015	Registered
Caesars License Company, LLC	The Summit (Design)	73/040278	1020121	Registered
Caesars License Company, LLC	Thistledown (Block)	85/187082	3993377	Registered
Caesars License Company, LLC	TD (Logo)	85/805821	4,397,854	Registered
Caesars License Company, LLC	Ultimate Flair Bartending Championship (Design)	86/042660		Pending ITU
Caesars License Company, LLC	Verdant Hills	77/367424	3570704	Registered
Caesars License Company, LLC	Verdant Hills	78/787272	3226009	Registered
Caesars License Company, LLC	Bluesville (Block)	77/234865	3456911	Registered
Caesars License Company, LLC	Bluesville (Logo)	77/523188	3554133	Registered
Caesars License Company, LLC	Bluesville (Logo)	75/182186	2148837	Registered
Caesars License Company, LLC	Bluffs Run (Block)	76/123859	2558258	Registered
Caesars License Company, LLC	Gift Horse (Block)	74/542128	1943260	Registered
Caesars License Company, LLC	The Venue (logo)	77/470223		Pending
Caesars License Company, LLC	"Even Your Appetite Wins Here."	78/787387	3171511	Registered
Caesars License Company, LLC	"Make it right for the gambler."	78/787382	3171510	Registered
Caesars License Company, LLC	"Nobody does more for the gambler."	78/798458	3177129	Registered
Caesars License Company, LLC	14Forty	86/185992		Pending ITU
Caesars License Company, LLC	Benny's Back Room	77/547938	3678700	Registered



Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	B'more Brews	86/186015		Pending ITU
Caesars License Company, LLC	Dare	86163460		Pending ITU
Caesars License Company, LLC	Four Winds (Block)	76/464872	2829389	Registered
Caesars License Company, LLC	Four Winds (Design)	76/464866	2829388	Registered
Caesars License Company, LLC	H (H in Horseshoe Design)	75/295680	2141139	Registered
Caesars License Company, LLC	Home of Best Odds & Highest Limits	75/126308	2083671	Registered
Caesars License Company, LLC	Home of Loosest Slots & Biggest Jackpots	75/126318	2099063	Registered
Caesars License Company, LLC	Home of the Best Odds, Highest Limits & Biggest Jackpots (Block)	76/424606	2726864	Registered
Caesars License Company, LLC	Horseshoe (Block)	85/784474		Pending ITU
Caesars License Company, LLC	Horseshoe (Block)	74/430595	1839688	Registered
Caesars License Company, LLC	Horseshoe (Block)	74/431062	1839764	Registered
Caesars License Company, LLC	Horseshoe (Block)	75/736249	2370824	Registered
Caesars License Company, LLC	Horseshoe (Upright Horseshoe Design)	76/160719	2567003	Registered
Caesars License Company, LLC	Horseshoe with Horseshoe Design	77/657333	3651098	Registered
Caesars License Company, LLC	It's all about the Gambler.	78/787328	3171508	Registered
Caesars License Company, LLC	Las Vegas Excitement Louisiana Style (Block)	75/009695	2045583	Registered
Caesars License Company, LLC	Million Dollar Summer Giveaway (Block)	85/290551	4024255	Registered
Caesars License Company, LLC	Never Gamble Hungry (Block)	85/045419	3932844	Registered
Caesars License Company, LLC	Nobody Books a Bigger Bet	78/795020	3177082	Registered
Caesars License Company, LLC	Number One From Day One	85/310910	4107918	Registered
Caesars License Company, LLC	Push	77/475098	3592854	Registered
Caesars License Company, LLC	Risk Is Its Own Reward (Block)	85/310764	4063390	Registered
Caesars License Company, LLC	Settle for More (Block)	85/310177	4063386	Registered
Caesars License Company, LLC	Smoke & Rye	86/302944		Pending ITU
Caesars License Company, LLC	Suitcase Man \$5,000,000 Giveaway (Logo)	77/827106	3752330	Registered
Caesars License Company, LLC	The Friendliest Folks on the River (Block)	74/570575	2004892	Registered
Caesars License Company, LLC	The Friendliest Folks on the River (Block)	74/570663	2004893	Registered
Caesars License Company, LLC	The General Manager's Club (Logo)	85/221780	4069796	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	The Shoe	85/817842		Pending ITU
Caesars License Company, LLC	The Shoe (Design in Color)	85/818184		Pending ITU
Caesars License Company, LLC	The Spread (Block)	85/383573	4151729	Registered
Caesars License Company, LLC	The Ultimate Gambling Experience	78/795483	3180709	Registered
Caesars License Company, LLC	Try Our Brand of Fun (Block)	74/691215	1970151	Registered
Caesars License Company, LLC	Village Square (Block)	75/366182	2221012	Registered
Caesars License Company, LLC	Vintage 51	77/467323	3573868	Registered
Caesars License Company, LLC	We know what gamblers want.	78/795000	3177080	Registered
Caesars License Company, LLC	We Left Restraint Off The Menu (Block)	85/311260	4063392	Registered
Caesars License Company, LLC	Where Entertainment Knows No Bounds	77/521309	3550200	Registered
Caesars License Company, LLC	3535	85/653307		Pending ITU
Caesars License Company, LLC	Coyote Kate's Slot Parlor	76/067657	2523523	Registered
Caesars License Company, LLC	Penny Ville	78/439241	2985522	Registered
Caesars License Company, LLC	Preview	77/450581	3555164	Registered
Caesars License Company, LLC	We Love What You Love	77/441450	3555159	Registered
Caesars License Company, LLC	Wild, Wild West Casino	75/106946	2837537	Registered
Caesars License Company, LLC	500 Wild Weekends (Block)	77/847280	3813474	Registered
Caesars License Company, LLC	A Whole New World of Access (Block)	77/851680	3799340	Registered
Caesars License Company, LLC	All Stage Pass (Block)	85/065039	3956175	Registered
Caesars License Company, LLC	All Stage Pass (Logo)	85/193051	3978254	Registered
Caesars License Company, LLC	Anthology	86/125247		Pending
Caesars License Company, LLC	Any Way You Spend, You Win!	77/583495	3670820	Registered
Caesars License Company, LLC	Bestseller Blitz (Block)	77/922127	3837884	Registered
Caesars License Company, LLC	Buffet of Buffets (Design)	85/007252	3870618	Registered
Caesars License Company, LLC	Choose Your Escape	77/366300	3548026	Registered
Caesars License Company, LLC	Earned Everywhere. Redeemed Anywhere.	77/582460	3615784	Registered
Caesars License Company, LLC	Great Gift Wrap Up	77/273410	3448364	Registered
Caesars License Company, LLC	HD Winning Spree	77/577794	3641113	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Hidden Jackpots (Block)	85/717216	4401552	Registered
Caesars License Company, LLC	Lucky Roller (Block)	77/738111	3727889	Registered
Caesars License Company, LLC	M Millionaire Maker (Logo)	85/822468		Pending
Caesars License Company, LLC	More (Logo)	78/290896	3039952	Registered
Caesars License Company, LLC	More Options. More Choices. More Control. (Block)	78/233159	2899472	Registered
Caesars License Company, LLC	Play by Total Rewards	86/160703		Pending ITU
Caesars License Company, LLC	Play by TR	86/160700		Pending ITU
Caesars License Company, LLC	Quick Rewards (Stylized)	78/294160	2871846	Registered
Caesars License Company, LLC	Ready. Set. Rewards.	85/198773	4007667	Registered
Caesars License Company, LLC	Reward Credits	76/505451	2847337	Registered
Caesars License Company, LLC	Save. Travel. Earn. Repeat.	86/079397		Pending ITU
Caesars License Company, LLC	Seven Stars (Block)	77/063406	3293190	Registered
Caesars License Company, LLC	Seven Stars (Block)	78/389437	2951635	Registered
Caesars License Company, LLC	Seven Stars (Design)	77/063431	3293192	Registered
Caesars License Company, LLC	Seven Stars (Stylized)	85/735150	4360376	Registered
Caesars License Company, LLC	Seven Stars Signature Event	77/475923	3632834	Registered
Caesars License Company, LLC	Shop. Earn. Redeem.	77/582944	3621214	Registered
Caesars License Company, LLC	The Great Race to Rewards	85/643271	4279275	Registered
Caesars License Company, LLC	Tier Score (Block)	85/154067	3984726	Registered
Caesars License Company, LLC	Total Choice	77/339754	3467464	Registered
Caesars License Company, LLC	Total Connect (Block)	77/919525	3929913	Registered
Caesars License Company, LLC	Total Connect (Block)	77/926718	3932464	Registered
Caesars License Company, LLC	TC Total Connect (Logo)	85/043030	3870712	Registered
Caesars License Company, LLC	Total Entertainment Experience	77/537065	3652484	Registered
Caesars License Company, LLC	Total Experiences (Block)	77/809928	3848801	Registered
Caesars License Company, LLC	Total Experiences (Block)	77/847843	3752336	Registered
Caesars License Company, LLC	Total Gold (Block)	75/199563	2131383	Registered
Caesars License Company, LLC	Total Rewards (Block)	78/893899	3213494	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Total Rewards (Block)	78/924294	3413390	Registered
Caesars License Company, LLC	Total Rewards (Block)	78/924305	3390160	Registered
Caesars License Company, LLC	Total Rewards (Block)	78/934506	3459699	Registered
Caesars License Company, LLC	Total Rewards (Block)	78/703715	3784830	Registered
Caesars License Company, LLC	Total Rewards (Block)	75/421336	2209160	Registered
Caesars License Company, LLC	Total Rewards (Block)	75/941224	2476727	Registered
Caesars License Company, LLC	Total Rewards (Block)	78/225661	2830063	Registered
Caesars License Company, LLC	Total Rewards Air (Design)	77/645077	3651057	Registered
Caesars License Company, LLC	Total Rewards Alliance (Block)	77/886092	3858245	Registered
Caesars License Company, LLC	Total Rewards Great Gift Wrap Up (logo)	77/273471	3448365	Registered
Caesars License Company, LLC	Total Rewards Marketplace (Block)	85/293000	4052944	Registered
Caesars License Company, LLC	TR Total Rewards with TR Design	85/372252	4177001	Registered
Caesars License Company, LLC	TR Total Rewards with TR Design (Color)	85/372313	4177002	Registered
Caesars License Company, LLC	Total Rock	77/671331	3676085	Registered
Caesars License Company, LLC	Total Snapshot	86/174849		Pending ITU
Caesars License Company, LLC	Total Touch	77/150003	3323748	Registered
Caesars License Company, LLC	Total Vegas	86/160688		Pending ITU
Caesars License Company, LLC	TR Design	85/374085	4432963	Registered
Caesars License Company, LLC	TR Design (Color)	85/374120	4491513	Registered
Caesars License Company, LLC	TR Getaways	86079401	4545289	Registered
Caesars License Company, LLC	TR Insider (Block)	85/383920	4184301	Registered
Caesars License Company, LLC	TR Live Events	86/173786		Pending ITU
Caesars License Company, LLC	Walk Away A Winner (Block)	77/877523	3799515	Registered
Caesars License Company, LLC	Where Will You Earn?	77/589750	3615971	Registered
Caesars License Company, LLC	Where Will You Get Away?	86079392		Pending ITU
Caesars License Company, LLC	Where Will You Play?	78/882840	3213421	Registered
Caesars License Company, LLC	WINet	75/148194	2170168	Registered
Caesars License Company, LLC	Casino Row (Design)	78/366812	2994544	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Grand GB Biloxi (Logo)	85/701599	4286319	Registered
Caesars License Company, LLC	Grand Biloxi Casino Hotel Spa (Logo)	77/745925	3731066	Registered
Caesars License Company, LLC	Grand Casino Biloxi (with pot of gold design)	74/527169	2026263	Registered
Caesars License Company, LLC	Grand Casino Tunica Mississippi (Design)	75/061670	2138187	Registered
Caesars License Company, LLC	LB'S Grill	74/537588	1943593	Registered
Caesars License Company, LLC	Market Place Buffet	74/527170	1922653	Registered
Caesars License Company, LLC	Big Easy on the Boardwalk (Block)	85/361102	4063489	Registered
Caesars License Company, LLC	Oshi (Block)	85/014470	3878307	Registered
Caesars License Company, LLC	Showboat (Block)	73/098380	1078615	Registered
Caesars License Company, LLC	Showboat (Design - Half Flower)	73/504079	1336012	Registered
Caesars License Company, LLC	Showboat (Script)	74/104648	1666140	Registered
Caesars License Company, LLC	High Roller (Block)	85/230047	4547907	Registered
Caesars License Company, LLC	Launch Lounge	86/122914		Pending ITU
Caesars License Company, LLC	Line Roller Pass	86/122864		Pending ITU
Caesars License Company, LLC	Purple Zebra (Block)	86/113159		Pending ITU
Caesars License Company, LLC	Sky Shop	86/122884		Pending ITU
Caesars License Company, LLC	The Linq	86/246749		Pending ITU
Caesars License Company, LLC	The Linq	85/154027	4543751	Registered
Caesars License Company, LLC	The Linq	85/155889	4543752	Registered
Caesars License Company, LLC	The Linq	85/155880	4250576	Registered
Caesars License Company, LLC	The Linq (logo)	85/291466		Pending ITU
Caesars License Company, LLC	The Linq (logo)	85/562616		Pending ITU
Caesars License Company, LLC	Get More Bang for your Buck ... Guaranteed!	77/028361	3460107	Registered
Caesars License Company, LLC	Tunica Roadhouse Casino & Hotel (Design)	77/802032	3794897	Registered
Caesars License Company, LLC	Tunica Roadhouse Casino & Hotel (Design)	77/802035	3797493	Registered
Caesars License Company, LLC	Adventure Elevated.	77/436939	3535278	Registered
Caesars License Company, LLC	Harveys (Block)	74/483631	2026250	Registered
Caesars License Company, LLC	Harveys (Design)	74/483632	2038045	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Harveys (Stylized)	78/821394	3154177	Registered
Caesars License Company, LLC	Harveys Casino Hotel You Can Have it All	75/295646	2240209	Registered
Caesars License Company, LLC	The Party's at Harveys (Block)	74/484989	1878054	Registered
Caesars World, Inc.	Apostrophe	85/918927		Pending ITU
Caesars World, Inc.	Appian Way	73/208395	1143658	Registered
Caesars World, Inc.	Bacchanal	72/380682	931975	Registered
Caesars World, Inc.	Caesars	85/784404		Pending ITU
Caesars World, Inc.	Caesars	85/434679		Pending ITU
Caesars World, Inc.	Caesars	72/158560	763255	Registered
Caesars World, Inc.	Caesars	72/453396	983525	Registered
Caesars World, Inc.	Caesars	72/413086	954684	Registered
Caesars World, Inc.	Caesars	73/684985	1527770	Registered
Caesars World, Inc.	Caesars	77/745347	3731048	Registered
Caesars World, Inc.	Caesars	85/018746	3877077	Registered
Caesars World, Inc.	Caesars	74/629226	1988107	Registered
Caesars World, Inc.	Caesars (Stylized)	73/297472	1186958	Registered
Caesars World, Inc.	Caesars (Stylized)	72/413085	954637	Registered
Caesars World, Inc.	Caesars (Stylized)	72/453395	1001363	Registered
Caesars World, Inc.	Caesars (Stylized)	73/684986	1527771	Registered
Caesars World, Inc.	Caesars (Stylized) with Roman Head	85/601338	4234163	Registered
Caesars World, Inc.	Caesars Casino	85/580324		Pending ITU
Caesars World, Inc.	Caesars Casino (Logo)	85/562550	4221894	Registered
Caesars World, Inc.	Caesars Chalet (Design)	86/160292		Pending
Caesars World, Inc.	Caesars Enlisting Heroes (Logo)	85/825480	4456524	Registered
Caesars World, Inc.	Caesars Entertainment	78/274378	3021734	Registered
Caesars World, Inc.	Caesars Entertainment with Laurel Design	77/352483	3944625	Registered
Caesars World, Inc.	Caesars Imperium	85/796866		Pending ITU
Caesars World, Inc.	Caesars Man	73/712810	1531549	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars World, Inc.	Caesars Man (Stylized)	73/712811	1538771	Registered
Caesars World, Inc.	Caesars Man Emperor (Block)	77/602014	3630981	Registered
Caesars World, Inc.	Caesars Palace	72/410294	963820	Registered
Caesars World, Inc.	Caesars Palace	72/421350	963656	Registered
Caesars World, Inc.	Caesars Palace	72/300265	907693	Registered
Caesars World, Inc.	Caesars Palace	72/415187	951262	Registered
Caesars World, Inc.	Caesars Palace	73/141287	1091551	Registered
Caesars World, Inc.	Caesars Palace (Stylized) (Horizontal)	73/141327	1090494	Registered
Caesars World, Inc.	Caesars Palace (Stylized) (Horizontal)	72/421424	968212	Registered
Caesars World, Inc.	Caesars Palace (Stylized) (Horizontal)	72/410295	1004058	Registered
Caesars World, Inc.	Caesars Palace (Stylized) (Horizontal)	73/204775	1158035	Registered
Caesars World, Inc.	Caesars Palace (Stylized) (Vertical)	72/300270	907696	Registered
Caesars World, Inc.	Caesars Slots	86079489		Pending
Caesars World, Inc.	Caesars Woman	73/712812	1532553	Registered
Caesars World, Inc.	Caesars Woman (Stylized)	73/712809	1531548	Registered
Caesars World, Inc.	Caesars Woman Goddess (Block)	77/602393	3631015	Registered
Caesars World, Inc.	Caesars World	72/432162	995419	Registered
Caesars World, Inc.	Circus Maximus	72/380684	965251	Registered
Caesars World, Inc.	Cleopatra's Barge	72/446003	979106	Registered
Caesars World, Inc.	Colosseum	76/417751	3009896	Registered
Caesars World, Inc.	Conquer It All.	78/507357	3076028	Registered
Caesars World, Inc.	Cypress Street Marketplace	78/375280	2999188	Registered
Caesars World, Inc.	Emperors Club	74/216577	1743663	Registered
Caesars World, Inc.	Ferentina	74/491361	2022361	Registered
Caesars World, Inc.	Galleria	72/380686	945380	Registered
Caesars World, Inc.	Grape Girl (Design)	72/300268	884317	Registered
Caesars World, Inc.	Imperium	85/796836		Pending ITU
Caesars World, Inc.	La Piazza	74/075870	1649800	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars World, Inc.	Las Vegas Meetings by Caesars Entertainment (Logo)	85/191620	4141042	Registered
Caesars World, Inc.	Laurel Collection (Block)	85/492653	4231389	Registered
Caesars World, Inc.	Miscellaneous Design (Burnt Edge Letter) (Color)	72/368458	947706	Registered
Caesars World, Inc.	Octavius Tower	85/197796	4259939	Registered
Caesars World, Inc.	Reign (Block)	85/480298		Pending ITU
Caesars World, Inc.	Resplendence Starts Here	85/959040		Pending ITU
Caesars World, Inc.	Roman Head with Laurel Leaf (Design)	85/601352	4234164	Registered
Caesars World, Inc.	Roman Head with Laurel Leaf (Design)	78/963477	3312633	Registered
Caesars World, Inc.	Roman Plaza	78/472414	3106029	Registered
Caesars World, Inc.	Roman Rituals	85/336581	4090512	Registered
Caesars World, Inc.	Routinely Spectacular (Block)	85/006352	3902206	Registered
Caesars World, Inc.	The Forum Shops	78/753702	3249070	Registered
Caesars World, Inc.	The Forum Shops at Caesars	74/097973	1829004	Registered
Caesars World, Inc.	The Life You Were Meant To Live	77/438794	3588734	Registered
Caesars World, Inc.	The Palace Court	76/443613	2707034	Registered
Caesars World, Inc.	The Pier Shops at Caesars	78/567836	3178188	Registered
Caesars World, Inc.	Toga Teddy	73/778759	1676542	Registered
Caesars World, Inc.	Caesars Enlisting Heroes (Logo)	85/825480	4456524	Registered
Caesars World, Inc.	Caesars Foundation	85/173932	3978086	Registered
Caesars World, Inc.	Caesars Foundation (Design)	85/175431	3978154	Registered
Caesars World, Inc.	Chariot Run	76/535651	2868896	Registered
Caesars World, Inc.	Chariot Run (Design)	76/535650	2855799	Registered
Caesars World, Inc.	Imperium	86/305387		Pending ITU
Caesars World, Inc.	Caesars Imperium	86/305371		Pending ITU
Caesars World, Inc.	Caesars Republic	86/305248		Pending ITU
Caesars World, Inc.	The Pier Shops at Caesars	77/045400	3367765	Registered
Caesars License Company, LLC	The Linq	86/307934		Pending ITU
Caesars License Company, LLC	Squeeze	86/295955		Pending



Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Peek	86/263094		Pending
Caesars License Company, LLC	Velvet Vegas	86/252993		Pending ITU
Caesars License Company, LLC	Harrah's	85/318483	4063415	Registered
Caesars License Company, LLC	Harrah's	78/971741	3268351	Registered
Caesars License Company, LLC	Qua Baths & Spa	78/920624	3407212	Registered
Caesars License Company, LLC	Qua	78/920618	3407211	Registered
Caesars License Company, LLC	TR	78/771958	3386529	Registered
Caesars License Company, LLC	Harrah's	78/249083	2843123	Registered
Caesars License Company, LLC	Luck Ambassador	78/481496	3402943	Registered
Caesars License Company, LLC	Set for Life!	78/478051	3495963	Registered
Caesars License Company, LLC	Fast Cash	78/154778	2880289	Registered
Caesars License Company, LLC	Earning Is Half The Fun	77/497597	3554091	Registered
Caesars License Company, LLC	Tahoe Perspective	77/357824	3467710	Registered
Caesars License Company, LLC	Parade of Prizes	77/318210	3473553	Registered
Caesars License Company, LLC	Showboat the Mardi Gras Casino	77/267578	3408900	Registered
Caesars License Company, LLC	Harrah's Foundation	77/264878	3408891	Registered
Caesars License Company, LLC	Hot Gifts. Cool Million.	77/253712	3408859	Registered
Caesars License Company, LLC	Push Your Luck	77/243510	3405117	Registered
Caesars License Company, LLC	Embracing Diversity For The Common Good	77/243269	3444215	Registered
Caesars License Company, LLC	Sycamores On The Creek	77/210760	3372704	Registered
Caesars License Company, LLC	That's More Like It.	77/194134	3372631	Registered
Caesars License Company, LLC	Las Vegas Meetings By Harrah's Entertainment	77/184425	3404551	Registered
Caesars License Company, LLC	How Suite It Is	77/165309	3392671	Registered
Caesars License Company, LLC	Total Rewards Access	77/144942	3432308	Registered
Caesars License Company, LLC	Harrah's Lucky-Break	77/132414	3351300	Registered
Caesars License Company, LLC	Total Rewards Set Sail Dream Cruise Giveaway	77/105090	3389578	Registered
Caesars License Company, LLC	Harrah's	77/063135	3285300	Registered
Caesars License Company, LLC	Bally	75/823120	2377709	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Harrah's Casino	75/356576	2176952	Registered
Caesars License Company, LLC	Harrah's	74/257775	1831759	Registered
Caesars License Company, LLC	Bally's	74/711619	2048291	Registered
Caesars License Company, LLC	Harrahs	74/615040	1937292	Registered
Caesars License Company, LLC	Bally's Saloon & Gambling Hall	74/538625	1955699	Registered
Caesars License Company, LLC	Harrahs	74/514951	1946083	Registered
Caesars License Company, LLC	Harrah's	74/514836	1957088	Registered
Caesars License Company, LLC	Mr. Ming's	74/395750	1835833	Registered
Caesars License Company, LLC	Bally	74/155686	1909427	Registered
Caesars License Company, LLC	Bally	74/063579	1646697	Registered
Caesars License Company, LLC	Harrah's	73/419756	1295055	Registered
Caesars License Company, LLC	Harrahs	73/419468	1297101	Registered
Caesars License Company, LLC	Bally's	73/809446	1581959	Registered
Caesars License Company, LLC	Bally	73/687446	1552562	Registered
Caesars License Company, LLC	Bally's	73/666822	1523910	Registered
Caesars License Company, LLC	Bally's	73/666811	1515843	Registered
Caesars License Company, LLC	Harrah's	73/310979	1237716	Registered
Caesars License Company, LLC	Harrah's	73/101437	1067887	Registered
Caesars License Company, LLC	Bally	73/024101	1012119	Registered
Caesars License Company, LLC	Bally	71/532200	0505218	Registered

### Copyright Registrations and Applications

Registered Owner/ Grantor	Copyright	Reg. No.	Registration Date
Caesars License Company, LLC	A Course of Study for Pai Gow	TXu191246	3/20/1985
Caesars License Company, LLC	Amerscot's Claridge	VA526282	9/8/1992
Caesars License Company, LLC	Bally's First Invitational Billy Weinberger Craps Tournament	TX1085813	1/31/1983
Caesars License Company, LLC	Bally's Game Protection Series - Baccarat	PAu1230598	4/14/1989
Caesars License Company, LLC	Bally's Game Protection Series - Blackjack	PAu1125879	3/25/1988
Caesars License Company, LLC	Bally's Game Protection Series - Craps	PAu1119683	1/11/1988
Caesars License Company, LLC	Bally's Game Protection Series - Roulette	PAu1230636	4/14/1989
Caesars License Company, LLC	Casino Cage Cashier Training	PAu1118920	3/31/1988
Caesars License Company, LLC	Claridge UWC Software	TXu683661	11/21/1994
Caesars License Company, LLC	FOCAS	TXu480831	8/5/1991
Caesars License Company, LLC	Taltek Claridge	TXu331658	7/18/1988
Caesars License Company, LLC	Hidden Paycheck	PAu1276592	9/14/1989
Caesars License Company, LLC	Million Dollar Blackjack Tournament Rules	TX5810725	7/15/2003
Caesars License Company, LLC	Toga Teddy	VA306424	4/19/1988
Caesars License Company, LLC	Employee Impact Study Copyright	TX-4-641-600	10/2/1997
Caesars License Company, LLC	Harrah's Performance Evaluations Copyright 1991	TXu518631	4/28/1992
Caesars License Company, LLC	Harrah's Profile of the American Casino Gambler 2006	TX6-437-866	9/22/2006
Caesars License Company, LLC	Harrah's Responsible Gaming Manual	TX4-990-226	4/28/1999
Caesars License Company, LLC	Harrah's Responsible Gaming Manual Copyright	TX 4-330-965	8/1/1996
Caesars License Company, LLC	Harrah's Survey of Casino Entertainment Copyright (1997)	TX4-640-926	10/2/1997
Caesars License Company, LLC	Harrah's Survey Profile of an American Gambler (2002)	TX5-725-938	8/16/2002
Caesars License Company, LLC	Harrah's Survey: Profile of the American Casino Gambler 2004	TX 6-252-148	9/9/2005
Caesars License Company, LLC	ISpin Copyright	TX0007109747	11/17/2009

Registered Owner/ Grantor	Copyright	Reg. No.	Registration Date
Caesars License Company, LLC	Performance Planning/Evaluation Forms Copyright	TXU530873	8/11/1992
Caesars License Company, LLC	Recruiting/Interviewing Handbook Copyright	TX433603	8/18/1990
Caesars License Company, LLC	Selection Interview Copyright Materials	TX431608	8/17/1990
Caesars License Company, LLC	The Harrah's Survey of Casino Entertainment -1994	TX3-802-270	5/9/1994
Caesars License Company, LLC	The Harrah's Survey of U.S. Casino Entertainment - 1995 Edition	TX0004187830	2/29/1996
Caesars License Company, LLC	The Harrah's Survey of U.S. Casino Entertainment - 1996 Edition	TX 4 264 485	4/8/1996
Caesars License Company, LLC	The Harrah's Survey of U.S. Casino Gaming Entertainment - 1993	TX 3 537 574	4/14/1993
Caesars License Company, LLC	The Promus Companies Idea Trade (1993) Copyright	TXU588-062	8/23/1994
Caesars License Company, LLC	The Promus Companies Supervisory Feedback Survey (1993)	TXU588-061	8/23/1994
Caesars License Company, LLC	Welcome to Food and Beverage Orientation Copyright	TX 4-355-383	8/6/1996
Caesars License Company, LLC	1933 Weymann Duesenberg Automobile Liquor Decanter	VAu000029223	10/14/1981
Caesars License Company, LLC	Alligator Sculpture Copyright	VAU-420-946	1/14/1998
Caesars License Company, LLC	Better People Commercial Copyright	TX400874	12/5/1988
Caesars License Company, LLC	Great Time. Every Time. Television Commercial Copyright	PA719-143	8/30/1994
Caesars License Company, LLC	Harrah's Premier Commercials Copyright	PA 884-047	3/17/1998
Caesars License Company, LLC	Harrah's Song	SR 375-408	9/19/2005
Caesars License Company, LLC	Harrah's Television Commercial: "Fearsome Threesome"	PA 884-686	4/29/1998
Caesars License Company, LLC	Harrah's Television Commercial; "Champagne"	PA 901-130	4/29/1998
Caesars License Company, LLC	Copyright of Total Track Computer Software (1998)	TX 4-797-105	5/26/1998
Caesars License Company, LLC	Harrah's Seven Stars Card	VA 1-670-919	6/9/2009
Caesars License Company, LLC	Harrah's Total Rewards Diamond Card	VA 1-670-926	6/9/2009
Caesars License Company, LLC	Harrah's Total Rewards Gold Card	VA 1-670-928	6/9/2009

Registered Owner/ Grantor	Copyright	Reg. No.	Registration Date
Caesars License Company, LLC	Harrah's Total Rewards Platinum Card	VA 1-670-923	6/9/2009
Caesars License Company, LLC	Jesters Wild (Copyright)	VAU-350-838	10/18/1995
Caesars License Company, LLC	Sportsline: Show No. 1	PA282171	2/18/1986
Caesars License Company, LLC	Sportsline: Show No. 2	PA282172	2/18/1986
Caesars License Company, LLC	Sportsline: Show No. 3	PA282173	2/18/1986
Caesars License Company, LLC	Sportsline: Show No. 4	PA282174	2/18/1986
Caesars License Company, LLC	Teleservices Workstation Manager - Version 2.1	TX4-978-188	5/15/1999
Caesars License Company, LLC	Teleservices Workstation Source Code Copyright	TX4-746-210	3/30/1998
Caesars License Company, LLC	WINet Architecture	TX4-572-221	5/16/1997
Caesars License Company, LLC	WINet Program Application	TX4-572-222	5/16/1997
Caesars License Company, LLC	Caesars Palace place mat. K88582	NA	NA
Caesars License Company, LLC	Caesars Palace place mat. K79369	NA	NA
Caesars License Company, LLC	Jubilee!	PAu 2-256-656	4/1/1998
Caesars License Company, LLC	Jubilee!	PAu 2-206-116	2/13/1998
Caesars License Company, LLC	Caesar's Pizza Palace	VAu 16-241	11/14/1979
Caesars License Company, LLC	Harrah's Cowboy Bill Figure	VA 1-691-755	4/10/2009