

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM607154

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Caesars License Company, LLC		10/09/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Twin River Management Group, Inc.		
Street Address:	100 Westminster Street		
City:	Providence		
State/Country:	RHODE ISLAND		
Postal Code:	02903		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	1909427	BALLY	
Registration Number:	1552562	BALLY	
Registration Number:	505218	BALLY	
Registration Number:	2377709	BALLY	
Registration Number:	1646697	BALLY	
Registration Number:	1012119	BALLY	
Registration Number:	1515843	BALLY'S	
Registration Number:	1523910	BALLY'S	
Registration Number:	1955699	BALLY'S SALOON & GAMBLING HALL	
Registration Number:	2048291	BALLY'S	
CORRESPONDENCE DATA			
Fax Number:	8322393600		
<i>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.</i>			
Phone:	8322393786		
Email:	nytef@jonesday.com		
Correspondent Name:	Anna E. Raimer		
Address Line 1:	250 Vesey Street		
Address Line 2:	Jones Day		

CH \$265.00 1909427

Address Line 4: New York, NEW YORK 10281-1047

NAME OF SUBMITTER: Anna E. Raimer

SIGNATURE: /Anna E. Raimer/

DATE SIGNED: 11/03/2020

Total Attachments: 24

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the “Agreement”) is made and effective as of October 9, 2020 (the “Effective Date”) by and between Twin River Management Group, Inc., a Delaware limited liability company (“Buyer”), on the one hand, and Caesars Entertainment, Inc., a Delaware corporation (“CZR”), a Delaware limited liability company, and each CZR Subsidiary (as defined in the Purchase Agreement) identified on the signature page(s) of this Agreement (each a “Seller”), on the other hand, (each a “party,” and collectively, the “parties”).

RECITALS

WHEREAS, Buyer and CZR are parties to that certain Purchase Agreement, dated as of the Effective Date (the “Purchase Agreement”), pursuant to which CZR agrees to sell, transfer, assign and convey (“Transfer”), and to cause each other Seller to Transfer to Buyer, and Buyer agrees to purchase from Sellers, among other things, all of each Sellers’ right, title and interest in, to and under certain Assets (as defined in the Purchase Agreement) on the terms and subject to the conditions set forth in the Purchase Agreement;

WHEREAS, the Assets include the Acquired Trademarks (defined below); and

WHEREAS, this Agreement is being entered into to evidence and effectuate the Transfer and delivery of the Acquired Trademarks by each Seller to Buyer in accordance with the terms of the Purchase Agreement.

NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein, and for other good and valuable consideration, including the consideration set forth in the Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

ARTICLE I DEFINITIONS

1.1 “Acquired Trademarks” means all Bally Trademarks that are owned or purported to be owned in whole or in part by any Seller, including the Trademarks set forth on Exhibit A.

1.2 “Bally Trademarks” means all Trademarks that include any of the words, phrases, symbols, designs, devices, logos, emblems, marks, names, signs or insignia set forth on Exhibit B hereto, alone or in combination with other words, phrases, symbols, designs, logos, emblems, signs or insignia, and all variations, derivatives, stylizations and Trademarks formative of any of the foregoing.

1.3 “Contract” means any agreement, contract, lease, power of attorney, note, loan, evidence of Indebtedness, purchase order, letter of credit, settlement agreement, franchise agreement, undertaking, covenant not to compete, employment agreement, license, instrument, obligation, commitment, understanding, policy, purchase and sales order, quotation and other

executory commitment to which any Person is a party or to which any of the assets of such Person are subject, whether oral or written, express or implied.

1.4 “Governmental Entity” means any court or administrative, regulatory or governmental agency, commission, board, body, authority or instrumentality.

1.5 “Law” means any foreign or domestic law, statute, code, ordinance, rule, regulation, order, judgment, writ, stipulation, award, injunction, decree or arbitration award, policies, guidance, court decision, rule of common law or finding.

1.6 “Person” means an individual, corporation, limited liability company, partnership, association, trust, unincorporated organization, other entity or “group” (as defined in Rule 13d-5(b)(1) under the Exchange Act).

1.7 “Representatives” means, with respect to any Person, its officers, directors, managers, members, employees, investment bankers, consultants, financial or other advisors, agents or other representatives.

1.8 “Trademarks” means (i) all trademarks, service marks, trade names, service names, corporate, d/b/a and similar names, taglines, slogans, industrial designs, brand names, brand marks, domain names, social media identifiers, user names, trade dress rights, identifying symbols, designs, logos, emblems, signs or insignia, meta tags, website search terms and key words and other designations of source or origin, including all goodwill associated therewith or symbolized thereby, (ii) all rights in and to any of the foregoing, anywhere in the world, including all common law rights, (iii) all registrations and applications for registration of any of the foregoing, all rights therein, including rights provided by international treaties or conventions, and all reissues, extensions and renewals of any of the foregoing, and (iv) all foreign counterparts, translations and variations of any of the foregoing, in each case, together the right to sue for past, present and future infringement, conflict, dilution or violation of any of the foregoing.

ARTICLE II ASSIGNMENT OF ACQUIRED TRADEMARKS

2.1 Assignment. Each Seller hereby irrevocably Transfers and delivers to Buyer, and Buyer hereby accepts, all of such Seller’s right, title and interest in and to the Acquired Trademarks, including without limitation (a) all rights in and to any of the foregoing, anywhere in the world, including all registrations, applications for registration and common law rights, (b) all renewals and extensions of the Acquired Trademarks; (c) all goodwill of the business connected with the use of, and symbolized by, each Acquired Trademark; (d) all income, royalties, proceeds at any time due or payable or asserted under and with respect to any of the foregoing and (e) all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof, for the use and enjoyment of Buyer’s successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by such Seller if this sale, conveyance, transfer and assignment had not been made.

2.2 Recordation. Each Seller authorizes and requests the Commissioner of the U.S. Patent and Trademark Office and any other similar Governmental Entity in countries foreign to the United States to record Buyer as the assignee and owner of all right, title and interest in and to the Acquired Trademarks to Buyer.

2.3 Further Assurances.

(a) Each Seller will and will cause its Representatives and legal successors and assigns, upon reasonable request and without further compensation but at Buyer's expense, to promptly execute, acknowledge and deliver all such further conveyances, notices, assumptions, assignments, releases, electronic forms and other instruments, and take such further actions, as may be reasonably necessary or appropriate to assure fully to Buyer all of the rights intended to be Transferred to Buyer under this Agreement and the Purchase Agreement with respect to the Acquired Trademarks and to otherwise make effective the transactions contemplated hereby and thereby, including as may be necessary or desirable for obtaining, sustaining, reissuing or enforcing said registrations of the Acquired Trademarks, and for perfecting, recording, or maintaining the title of Buyer, its successors and assigns, to such Acquired Trademarks and any registrations issued for such Acquired Trademarks.

(b) In the event that any Seller fails to comply with their obligations with respect to any Acquired Trademarks, each Seller designates as its agent and attorney-in-fact Buyer and its Affiliates and its and their duly authorized Representatives, to act for, on behalf of and instead of Sellers to execute and file any document and to do all other lawfully permitted acts necessary to give effect to the transactions contemplated hereby, with the same legal force and effect as executed or done by such Seller.

**ARTICLE III
MISCELLANEOUS**

3.1 Expenses. Except as otherwise provided in this Agreement and the Purchase Agreement, all fees and expenses incurred in connection with the transactions contemplated hereby will be paid by the party incurring such fees or expenses.

3.2 Binding Effect. This Agreement shall be binding upon and inure to the benefit of each Seller and the Buyer and their respective successors and assignees in accordance with the Purchase Agreement.

3.3 Headings. The headings contained in this Agreement are for reference purposes only and will not affect in any way the meaning or interpretation of this Agreement.

3.4 Entire Agreement. This Agreement and the Purchase Agreement and all documents and instruments referred to herein and therein constitute the entire agreement and supersede all prior agreements and understandings, both written and oral, among the parties with respect to the subject matter hereof and thereof.

3.5 Severability. If any term or other provision of this Agreement is invalid, illegal or incapable of being enforced by any rule of Law or public policy, all other conditions and provisions of this Agreement will nevertheless remain in full force and effect, and the application

of such provision to other Persons or circumstances will not be affected by such invalidity or unenforceability, nor will such invalidity or unenforceability affect the validity or enforceability of such provision, or the application thereof, in any other jurisdiction. Upon such determination that any term or other provision is invalid, illegal or incapable of being enforced, the parties will negotiate in good faith to modify this Agreement so as to effect the original intent of the parties as closely as possible in an acceptable manner to the end that transactions contemplated hereby are fulfilled to the extent possible.

3.6 Governing Law; Consent to Jurisdiction; Waiver of Trial by Jury.

(a) This Agreement and the transactions contemplated hereby, and all disputes between the parties under or related to the Agreement or the facts and circumstances leading to its execution, whether in Contract, tort or otherwise, will be governed by and construed in accordance with the Laws of the State of Delaware, applicable to Contracts executed in and to be performed entirely within the State of Delaware, without regard to the conflicts of laws principles thereof to the extent that the Laws of another jurisdiction would apply as a result of the application thereof.

(b) Each of the parties irrevocably and unconditionally submits, for itself, to the exclusive jurisdiction of the Court of Chancery of the State of Delaware, or Federal court of the United States of America, sitting in Delaware, and any appellate court from any thereof, in any action or proceeding arising out of or relating to this Agreement or for recognition or enforcement of any judgment relating thereto, and each of the parties hereby irrevocably and unconditionally (i) agrees not to commence any such action or proceeding except in such courts, (ii) agrees that any claim in respect of any such action or proceeding may be heard and determined in the Court of Chancery or, to the extent permitted by Law, in such Federal court, (iii) waives, to the fullest extent it may legally and effectively do so, any objection that it may now or hereafter have to the laying of venue of any such action or proceeding in the Court of Chancery or such Federal court, (iv) waives, to the fullest extent permitted by Law, the defense of an inconvenient forum to the maintenance of such action or proceeding in the Court of Chancery or such Federal court, and (v) to the extent such party is not otherwise subject to service of process in the State of Delaware, appoints Corporation Service Company as such party's agent in the State of Delaware for acceptance of legal process and agrees that service made on any such agent will have the same legal force and effect as if served upon such party personally within such state. Each of the parties hereby agrees that a final judgment in any such action or proceeding will be conclusive and may be enforced in other jurisdictions by suit on the judgment or in any other manner provided by Law. Each party irrevocably consents to service of process in the manner provided for notices in Section 6.4 of the Purchase Agreement. Nothing in this Agreement will affect the right of any party to serve process in any other manner permitted by Law. Notwithstanding the foregoing, each Seller hereby (x) agrees that service of process, summons, notice or document by registered mail addressed to it at its address provided in Section 6.4 of the Purchase Agreement will be effective service of process against it for any such action brought in any such court, (y) waives and hereby irrevocably waives, to the fullest extent permitted by law, any objection which it may now or hereafter have to the laying of venue of, and the defense of an inconvenient forum to the maintenance of, any such action in any such court, and (z) agrees that a final judgment in any such action will be conclusive and maybe enforced in other jurisdictions by suit on the judgment or in any other manner provided by Law.

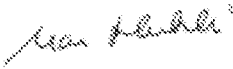
(c) EACH PARTY ACKNOWLEDGES AND AGREES THAT ANY CONTROVERSY THAT MAY ARISE UNDER THIS AGREEMENT IS LIKELY TO INVOLVE COMPLICATED AND DIFFICULT ISSUES, AND THEREFORE IT HEREBY IRREVOCABLY AND UNCONDITIONALLY WAIVES ANY RIGHT IT MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY LITIGATION DIRECTLY OR INDIRECTLY ARISING OUT OF OR RELATING TO THIS AGREEMENT OR THE TRANSACTIONS CONTEMPLATED HEREBY. EACH PARTY CERTIFIES AND ACKNOWLEDGES THAT (I) NO REPRESENTATIVE, AGENT OR ATTORNEY OF ANY OTHER PARTY HAS REPRESENTED, EXPRESSLY OR OTHERWISE, THAT SUCH OTHER PARTY WOULD NOT, IN THE EVENT OF LITIGATION, SEEK TO ENFORCE EITHER OF SUCH WAIVERS, (II) IT UNDERSTANDS AND HAS CONSIDERED THE IMPLICATIONS OF SUCH WAIVERS, (III) IT MAKES SUCH WAIVERS VOLUNTARILY, AND (IV) IT HAS BEEN INDUCED TO ENTER INTO THIS AGREEMENT BY, AMONG OTHER THINGS, THE MUTUAL WAIVERS AND CERTIFICATIONS IN THIS SECTION 3.6(c).

3.7 Counterparts. This Agreement may be executed in any number of counterparts and by the different parties in separate counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement. Delivery of an executed counterpart of a signature page of this Agreement by facsimile or PDF file (portable document format file) will be effective as delivery of a manually executed counterpart of this Agreement.


[Signatures page follows.]

IN WITNESS WHEREOF, each party has caused this Trademark Assignment Agreement to be executed as of the Effective Date by its duly authorized officer.


TWIN RIVER MANAGEMENT GROUP, INC.

By: 
Name: Marc Crisafulli
Title: Executive Vice President

CAESARS ENTERTAINMENT, INC.

By: 
Name: Bret Yunker
Title: Chief Financial Officer

CAESARS LICENSE COMPANY, LLC

By: 
Name: Bret Yunker
Title: Chief Financial Officer

PARBALL NEWCO, LLC


By: 
Name: Bret Yunker
Title: Chief Financial Officer

Exhibit A – Assigned Trademarks

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Caesars License Company, LLC	Australia	Bally	Registered	A157,829	07-Jan-1960	157829	07-Jan-1960	07-Jan-2029	28 Int.	Games, including coin controlled amusement games.	Next Renewal - 07-Jan-2029 -
Caesars License Company, LLC	Australia	Bally	Registered	A252,393	29-Sep-1971	252,393	29-Sep-1971	29-Sep-2026	09 Int.	Poker machines; coin operated amusement machines; parts of all the foregoing included in this class; electrical components for use in coin released apparatus including electromagnetic devices included in this class	Next Renewal - 29-Sep-2026 - Ren/Due
Caesars License Company, LLC	Australia	Bally (Stylized Script)	Registered	A294,097	09-Feb-1976	294,097	09-Feb-1976	09-Feb-2027	09 Int.	Poker machines and other coin operated amusement machines	Next Renewal - 09-Feb-2027 -
Caesars License Company, LLC	Austria	Bally	Registered	AM 8320/99	22-Dec-1999	187,667	31-Mar-2000	22-Dec-2029	09 Int.,	Electronic and electrical apparatus; apparatus for recording, transmission or reproduction of sound and images; coin-operated machines and apparatus, especially with monitors for gaming purposes; pinball machines; mechanisms and electronic controllers for coin- or token-operated gaming machines (semi-finished products); spare parts for all aforementioned goods; Video games not adapted for use with television receivers, electronic entertainment apparatus; games based on video discs, pinball machines; gaming machines; all aforementioned goods not coin-operated; electronic	Next Renewal - 22-Dec-2029 - Ren/Due

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Caesars License Company, LLC	Benelux	Bally (Stylized Script)	Registered	28080	31-Dec-1971	107,788	31-Dec-1971	31-Dec-2029	09 Int., -	Automatic and coin or counter-operated apparatus; Games and more precisely mechanical counter-operated games and their parts and components.	Next Renewal - 31-Dec-2029 - Ren/Due
Caesars License Company, LLC	Benelux	Bally (Stylized Script)	Registered	43,222	10-Jan-1980	364,110	15-Jul-1980	10-Jan-2030	09 Int., -	Scientific apparatus; electric and electronic apparatus, namely video-type display apparatus, apparatus for game and amusement as well as for teaching and education, automatic and coin or counter operated apparatus; automatic vending machines for food and other goods; change machines; automatic teller machines.; Games, apparatus for game or amusement, playing cards	Next Renewal - 10-Jan-2030 - Ren/Due
Caesars License Company, LLC	Canada	Bally (Stylized Script)	Registered	252,903	12-Sep-1959	TMA125612	02-Mar-1962	02-Mar-2022	09 Int., -	Class 9 Equivalent - Coin released game amusement apparatus and components; electromagnetic relays, stepping mechanisms, stepping switches, display and counting devices, circuit control systems and solid state electronic components; Class 28 Equivalent - Ball rolling games having a board and balls; Coin released game amusement apparatus and components; electromagnetic relays, stepping mechanisms, stepping switches, display and counting devices, circuit control systems and solid state electronic components. Ball rolling games having a board and balls	Next Renewal - 02-Mar-2022 - Ren/Due
Caesars License Company, LLC	Canada	Bally Gaming (Stylized)	Registered	718,313	04-Dec-1992	TMA453296	02-Feb-1996	02-Feb-2026	09 Int., -	Class 9 Equivalent - Gaming equipment, namely slot machines, video poker machines and video	Next Renewal - 02-Feb-

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Caesars License Company, LLC	Denmark	Bally (Stylized Script)	Registered	2910/80	03-Jul-1980	1983 02136	15-Jul-1993	15-Jul-2023	09 Int., 41 Int.	slot machines ; Gaming equipment, namely slot machines, video poker machines and video slot machines	2026 - Ren/Due
Caesars License Company, LLC	Denmark	Bally (Stylized Script)	Registered	1959 01.330	01-Aug-1959	1959 01330	01-Aug-1959	01-Aug-2029	09 Int.	Coin-operated amusement apparatus and parts thereof	Next Renewal - 01-Aug-2029 - Ren/Due
Caesars License Company, LLC	European Union	Bally's	Registered	17688763	12-Jan-2018	17688763	15-Jan-2019	12-Jan-2028	41 Int., 42 Int., 43 Int.	Entertainment services; casino services; gaming services; gambling services; providing facilities for gambling; interactive gaming; providing an internet website portal in the field of computer games and gaming; television entertainment services; organization and provision of games and competitions for entertainment purposes; providing virtual environments in which users can interact through social games for recreation, leisure or entertainment purposes;	Use - 15-Jan-2024 - Due Date; Apply to Renew - 3 Month - 09-Oct-2027 - Due Date; Apply to Renew - 3 Month - 12-Oct-2027 - Due Date; First

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
										<p>organization of entertainment for wedding celebrations; providing facilities for entertainment; casino management; night clubs; discotheques; cabarets; theatre and entertainment services featuring music; dance, comedy, drama and magic; booking of performances of music, comedy, dance, drama and magic; providing facilities for performance of music, comedy, dance, drama and magic; arranging and conducting athletic events; production of radio and television programs; production of videos, movies, audio tapes and electronic games and equipment; providing online publications; publication of electronic books and journals online; conducting horse races; production of shows; theatrical ticket agency services; organization of meetings and conferences; education services; providing instruction and training in the fields of gambling and entertainment; hotel management training; casino services featuring discounts and complimentary services for frequent patrons through the use of an identification card; information, consultancy and advisory services relating to the aforesaid;</p> <p>Production of videos, movies, audio tapes and electronic games and equipment; Hotel, motel and resort services;</p> <p>temporary accommodations; branded residences (temporary accommodation); serviced apartments; boarding houses; guest</p>	Renewal - 12-Jan-2028 - Ren/Due

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Caesars License Company, LLC	France	Bally (Stylized Script)	Registered	76,033	18-Jan-1962	1,380,644	18-Jan-1962	20-Nov-2026	09 Int.	houses; holiday, hostels and tourist homes accommodation; holiday camping (lodging) services; retirement homes; reservation services for hotel, motel and resort accommodation, reservation services for rental of temporary accommodations; reservation services for boarding houses, guest houses, holiday, hostels and tourist homes; accommodation; reservation of branded residences and serviced apartments; accommodation bureau for temporary accommodations; country club services (provision of accommodation, food and drink); provision of facilities and amenities for meetings, conferences, seminars, special events (weddings, celebrations) and banquets; provision of exhibition facilities and amenities; restaurant services; cocktail lounges (bars); bar services; temporary dining rooms; self-service restaurants; cafes; fast food restaurants; coffee shops; catering (banquet) services; self-service canteens; day-nurseries; boarding for animals; rental of meeting rooms; providing campground facilities and rental of transportable buildings	Next Renewal - 20-Nov-2026 - Ren/Due
Caesars	France	Bally	Registered	012,479	26-	1,734,110	26-	26-Oct-	09 Int.,	Scientific, nautical, surveying,	Next

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
License Company, LLC		(Stylized Script)			Oct-1990		Oct-1990	2030	28 Int.	electric, cinematographic, optical, weighing, measuring, signaling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus, in International Class 9; Games and playthings, not included in other classes; in International Class 28	Renewal - 26-Oct-2030 - Ren/Due
Caesars License Company, LLC	France	Bally Gaming	Registered	92/444,900	04-Dec-1992	92/444,900	04-Dec-1992	04-Dec-2022	28 Int.	Gaming Equipment, namely slot machines, video poker machines and video slot machines and video lottery machines,	Next Renewal - 04-Dec-2022 - Ren/Due
Caesars License Company, LLC	Germany	Bally (Stylized Script)	Registered	B 90 856	22-Sep-1990	1,184,362	24-Mar-1992	30-Sep-2030	09 Int.,	Electrical apparatus for testing video games and for altering or converting video games; gaming equipment, namely slot machines, video poker machines and video slot machines; computer programs and instructional manuals sold as a unit for gaming equipment, gaming information systems and electronic exercise equipment; electronic gaming information systems; lottery terminals and lottery ticket dispensing apparatus.; Video games and video game systems, namely, equipment for playing a video game and mating cartridges, providing	Use - 24-Mar-2022 - Due Date; Next Renewal - 30-Sep-2030 - Ren/Due

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Caesars License Company, LLC	Germany	Bally (Stylized Script)	Registered	B63790	08-Aug-1979	1036512	02-Aug-1982	31-Aug-2029	09 Int., 41 Int., 43 Int.	computerized game data to the equipment.	Use - 08-Aug-2023 - Due Date; Next Renewal - 31-Aug-2029 - Ren/Due
Caesars License Company, LLC	Germany	Bally (Stylized Script)	Registered	B19858	13-Apr-1959	733554	08-Feb-1960	30-Apr-2029	28 Int.	Games and playthings; machines for playing games, for educational purposes and for instructional purpose and for the purposes and for the purpose of selling goods, in particular electromechanical , electronic and video-type apparatus, as well as such with remote control; parts of the aforementioned apparatus; operation of saloons in which machines for playing games are put up, including supplying goods to guests by goods vending machines.	Next Renewal - 13-Apr-2029 - Ren/Due
Caesars License Company, LLC	Germany	Bally Gaming (Stylized)	Registered	B 97225	04-Dec-1992	2046929	13-Oct-1993	31-Dec-2022	28 Int.	Coin operated gaming equipment, namely slot machines, video poker machines, video slot machines and lottery terminals	Next Renewal - 31-Dec-2022 - Ren/Due
Caesars License Company, LLC	Ireland	Bally Midway	Registered	3703/87	27-Oct-1987	125,142	15-Nov-1988	26-Oct-2028	28 Int.	Electronic amusement apparatus for playing a game on a video output display, video disc based games, pinball games, and parts therefor.	Next Renewal - 26-Oct-2028 - Ren/Due

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Caesars License Company, LLC	Italy	Bally (Stylized Script)	Registered	32786C/82	18-Jan-1962	1461575	18-Jan-1962	18-Jan-2022	09 Int.	Coin-operated machines (apparatus for sales or entertainment)	Next Renewal - 18-Jan-2022 - Ren/Due
Caesars License Company, LLC	Italy	Bally (Stylized Script)	Registered	33660C/82	22-Apr-1982	1465964	10-Mar-1986	22-Apr-2022	09 Int., 41 Int.	Electro-mechanics, electronic and video machines and apparatus and their parts for skill games, lottery games, competition games for entertainment and for educational purposes, including machines operating with coins and cards; machines and apparatus operating with remote control and with the permission of the owner; machines for selling food, drinks, goods and services.; Services, arcades and entertainment centers, for the entertainment and relaxation of the public in connection with the foregoing, excluding medical and fitness fields	Next Renewal - 22-Apr-2022 - Ren/Due
Caesars License Company, LLC	Korea, Republic of	Bally	Registered	24,675/90	11-Aug-1989	224,033	16-Oct-1991	16-Oct-2021	28 Int.	Pinball machines; slot machines	Next Renewal - 16-Oct-2021 - Ren/Due
Caesars License Company, LLC	Korea, Republic of	Bally	Registered	20,372/89	11-Aug-1989	211506	21-Mar-1991	21-Mar-2021	09 Int.	Video game machines	Next Renewal - 21-Mar-2021 - Ren/Due
Caesars License Company, LLC	Mexico	Bally's	Registered	2201315	02-May-2019	2105212	06-Aug-2020	02-May-2029	41 Int.	Entertainment services; casino services; gaming services; gambling services; providing facilities for gambling; interactive gaming; providing an internet website portal in the field of computer games and gaming; television entertainment services; organization and provision	Review File - 02-May-2021 - Due Date; Use - 06-Aug-2023 - Due Date; Declaration

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
										of games and competitions for entertainment purposes; providing virtual environments in which users can interact through social games for recreation, leisure or entertainment purposes; organization of entertainment for wedding celebrations; providing facilities for entertainment; night clubs; discotheques; cabarets; theatre and entertainment services featuring music, dance, comedy, drama and magic; health clubs; recreation and sporting clubs; beach and pool clubs; golf club services; provision of golf facilities; organizing golf tournaments; country club services; providing sports facilities; amusement park services; theme parks; amusement arcades; amusement centers; booking of performances of musical, comedy, dance, drama and magic; providing facilities for recreational activities; providing facilities for performances of musical, comedy, dance, drama and magic; arranging and conducting athletic events, athletic competitions and sports events; organization and promotion of sporting activities and competitions; production of radio and television programs; production of videos, movies, audio tapes and electronic games and equipment; providing online publications; publication of electronic books and journals online; conducting horse races; management of sports facilities and	of Use - 06-Nov-2023 - Final; First Renewal - 02-May-2029 - Ren/Due; Declaration of Use - 02-May-2029 - Due Date

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Caesars License Company, LLC	Mexico	Bally's	Registered	483538	03-May-2001	721741	31-Oct-2001	03-May-2021	41 Int.	Casino services	Next Renewal - 03-May-2021 Ren/Due: - Use - 30-Apr-2022 - Due Date
Caesars License Company, LLC	Mexico	Bally's	Registered	483537	03-May-2001	711695	03-May-2001	03-May-2021	43 Int.	Hotel/resort, restaurant and bar services,	Next Renewal - 03-May-2021 Ren/Due: - Use - 03-May-2022 - Due Date
Caesars License Company, LLC	Mexico	Bally's (Stylized)	Registered	1048186	18-Nov-2009	1196411	13-Jan-2011	18-Nov-2029	43 Int.	Hotel, motel, resort and boarding house services; accommodations services; restaurant, bar and cafe services; rent or hire of convention facilities; provision of food and drink at convention facilities; rent or hire of conference, exhibition and meeting facilities; booking and	Next Renewal - 18-Nov-2029 Ren/Due: - Declaration of Use - 18-Nov-2029 -

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
										reservation services all relating to the aforesaid, information, consultancy and advisory services all relating to the aforesaid	Due Date
Caesars License Company, LLC	Mexico	Bally's (Stylized) (Color)	Registered	6777282	15-Sep-2004	1196459	13-Jan-2011	15-Sep-2024	43 Int.	Services for providing food and beverages, temporary accommodation, particularly the services provided by restaurants, bars, cafeterias, canteens, fast food restaurants, take out restaurants, as well as the services provided in order to obtain full accommodation (rooms and food) in hotels, guest houses or other premises that provide temporary accommodation	Use - 15-Sep-2021 - Due Date; Use - 15-Mar-2023 - Due Date; Next Renewal - 15-Sep-2024 - Ren/Due
Caesars License Company, LLC	Mexico	Bally's Las Vegas (Block)	Registered	1048185	18-Nov-2009	1196410	13-Jan-2011	18-Nov-2029	43 Int.	Hotel, motel, resort and boarding house services; accommodations services; restaurant, bar and cafe services; catering services; provision of facilities and amenities for meetings, conventions, conferences, seminars and banquets; provision of exhibition facilities and amenities; booking and reservation services all relating to the aforesaid; information, consultancy and advisory services all relating to the aforesaid.	Next Renewal - 18-Nov-2029 - Ren/Due; Declaration of Use - 18-Nov-2029 - Due Date
Caesars License Company, LLC	Nevada	Bally's Las Vegas Casino/Hotel	Registered	TN00210338	05-Oct-1987	TN00210338	05-Oct-1987	05-Oct-2022	41 Int., 43 Int.	Casino services; Hotel services	Next Renewal - 05-Oct-2022 - Ren/Due
Caesars License Company, LLC	South Africa	Bally	Registered	97/11631	04-Aug-1997	97/11631	08-May-2002	04-Aug-2027	43 Int.	Hotel, bar and restaurant services	Next Renewal - 04-Aug-2027 - Ren/Due
Caesars License	South Africa	Bally	Registered	95/09582	27-Jul-1995	95/09582	27-Jul-1995	27-Jul-2025	41 Int.	Services for, in connection with and relating to providing gambling	Next Renewal -

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Caesars License Company, LLC	South Africa	Bally	Registered	95/09580	25-Jul-1995	95/09580	27-Jul-1999	27-Jul-2025	09 Int.	Electronic and computer based games, computer programs and coin-operated apparatus	27-Jul-2025 -Ren/Due Next Renewal - 27-Jul-2025 -Ren/Due
Caesars License Company, LLC	South Africa	Bally	Registered	95/09581	25-Jul-1995	95/09581	25-Jul-1995	27-Jul-2025	28 Int.	Games and gaming machines	Next Renewal - 27-Jul-2025 -Ren/Due
Caesars License Company, LLC	Sweden	Bally (Stylized Script)	Registered	813789	17-Jul-1981	198465	01-Nov-1985	01-Nov-2025	09 Int., 41 Int.	Electromechanical, electronic or videotape apparatus and machines for teaching, educational or amusement purposes, not for use in the health or fitness industries, especially gaming machines operated by coins, tokens or tickets or remote controlled and vending machines, especially for comestibles and beverages; parts for the above mentioned machines and apparatus.; Teaching, educational and entertainment, namely provision of game facilities in hotels, eating places, amusement arcades and other public premises.	Next Renewal - 01-Nov-2025 -Ren/Due
Caesars License Company, LLC	Switzerland	Bally (Stylized Script)	Registered	176,194	02-Apr-1959	302,217	02-Apr-1959	02-Apr-2029	09 Int., 28 Int.	Scientific apparatus; electric and electronic apparatus, namely video type display apparatus; apparatus for games, entertainment as well as for educational and instructional purposes not for use in the health or fitness industries; automatic coin-operated machines; games; automatic vending machine for comestible and other products; cash converters; automatic apparatus for banking services; Scientific apparatus; electric and electronic apparatus, namely video	Next Renewal - 02-Apr-2029 -Ren/Due

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Caesars License Company, LLC	Taiwan	Bally	Registered	209,533	15-Apr-1983	209,533	15-Apr-1983	15-Apr-2023	09 Int.	Electronic games, coin operated games, gaming devices	Next Renewal - 15-Apr-2023 -
Caesars License Company, LLC	Taiwan	Bally (Stylized Script)	Registered	458393	16-Apr-1989	458393	16-Apr-1989	15-Apr-2023	09 Int., 78 Nat.	International Equivalent - Gaming machines and toys, including hand operated or electric gaming machines, video machines; Gaming machines and toys, including hand operated or electric gaming machines, video machines	Next Renewal - 15-Apr-2023 - Ren/Due
Caesars License Company, LLC	United Kingdom	Bally	Registered	790214	28-Apr-1959	790214	28-Apr-1959	28-Apr-2028	09 Int.	Coin feed amusement machines and coin feed vending machines	Next Renewal - 28-Apr-2028 - Ren/Due
Caesars License Company, LLC	United Kingdom	Bally (Logo)	Registered	1149993	05-Mar-1981	1149993	05-Mar-1981	05-Mar-2022	09 Int.	Electronic coin feed, amusement machines (other than coin operated billiard tables); electronic vending machines.	Next Renewal - 05-Mar-2022 - Ren/Due
Caesars License Company, LLC	United Kingdom	Bally (Stylized Script)	Registered	2235216	07-Jun-2000	2235216	07-Jun-2000	07-Jun-2030	09 Int., 28 Int.	Electronic and computerised gaming apparatus; computer programs for use in electronic gaming apparatus; lottery ticket preparation and dispensing machines an apparatus; apparatus for use in playing electronic and computerised games and activities.	Use - 04-Jul-2023 - Due Date; Next Renewal - 07-Jun-2030 -

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Caesars License Company, LLC	United Kingdom	Bally (Stylized Script)	Registered	1149994	05-Mar-1981	1149994	05-Mar-1981	05-Mar-2022	09 Int.	Electronic coin freed amusement machines (other than coin operated billiard tables); electronic vending machines	Next Renewal - 05-Mar-2022 -
Caesars License Company, LLC	United Kingdom	Bally (Stylized Script)	Registered	1441061	29-May-1990	1441061	29-May-1990	29-May-2027	09 Int.	Electrical apparatus all for use on testing video games and for altering or converting video games; slot machines, video poker machines, video slot machines; computer programs all for use with gaming apparatus, gaming information apparatus and instruments; lottery ticket dispensing apparatus; apparatus and instruments, all for use in playing video games; programmed video games contained on cartridges.	First Renewal - 29-May-2027 - Ren/Due
Caesars License Company, LLC	United Kingdom	Bally's	Registered	2235121	07-Jun-2000	2235121	07-Jun-2000	07-Jun-2030	41 Int.	Casino services, video and pinball arcade services; and operation of gaming machines.	Next Renewal - 07-Jun-2030 -

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Caesars License Company, LLC	United States	Bally	Registered	74/155686	09-Apr-1991	1909427	01-Aug-1995	01-Aug-2025	35 Int.	Business management in the fields of hotels, restaurants and casinos	Ren/Due Next Renewal - 01-Aug-2025 - Ren/Due
Caesars License Company, LLC	United States	Bally	Registered	73/687446	02-Oct-1987	1552562	22-Aug-1989	22-Aug-2029	09 Int., 28 Int.	Gaming equipment, namely slot machines, video poker machines and video slot machines; Video games and video game systems, namely, equipment for playing a video game	Next Renewal - 22-Aug-2029 - Ren/Due
Caesars License Company, LLC	United States	Bally (Stylized Script)	Registered	71/532200	23-Aug-1947	0505218	28-Dec-1948	28-Dec-2028	28 Int.	For ball rolling games having a board and balls	Next Renewal - 28-Dec-2028 - Ren/Due
Caesars License Company, LLC	United States	Bally (Stylized Script)	Registered	75/823120	14-Oct-1999	2377709	15-Aug-2000	15-Aug-2030	28 Int.	Coin operated pinball machines	Next Renewal - 15-Aug-2030 - Ren/Due
Caesars License Company, LLC	United States	Bally (Stylized Script)	Registered	74/063579	29-May-1990	1646697	04-Jun-1991	04-Jun-2021	09 Int., 28 Int.	Electrical apparatus for testing video games and for altering or converting video games; gaming equipment, namely slot machines, video poker machines and video slot machines; computer programs and instructional manuals sold as a unit for gaming equipment, gaming information systems; electronic gaming information systems comprising computers and interfaces connected to gaming machines; lottery terminals and lottery ticket dispensing apparatus; Video games	Renewal Reminder - 6 months - 04-Dec-2020 - Due Date: Section 8 & 9 Accepted? - 17-Dec-2020 - Due Date: Next Renewal - 04-Jun-2021 - Ren/Due
Caesars License	United States	Bally (Stylized)	Registered	73/024101	13-Jun-	1012119	03-Jun-	03-Jun-2025	09 Int.	Relays, stepping mechanisms, stepping switches, and electrical	Next Renewal -

Owner	Country	Trademark Name	Status	App. No.	App. Date	Reg. No.	Reg. Date	Next Renewal Date	Class(es)	Goods/Services	All Action
Company, LLC		Script)			1974		1975			control units employing electromagnets and solenoids	03-Jun-2025 Ren/Due
Caesars License Company, LLC	United States	Bally's	Registered	73/666811	12-Jun-1987	1515843	06-Dec-1988	06-Dec-2028	41 Int.	Casino services	Next Renewal 06-Dec-2028 Ren/Due
Caesars License Company, LLC	United States	Bally's	Registered	73/666822	15-Jun-1987	1523910	07-Feb-1989	07-Feb-2029	43 Int.	Hotel services	Next Renewal 07-Feb-2029 Ren/Due
Caesars License Company, LLC	United States	Bally's	Registered	74/538625	16-Jun-1994	1955699	13-Feb-1996	13-Feb-2026	41 Int.	Casino services	Next Renewal 13-Feb-2026 Ren/Due
Caesars License Company, LLC	United States	Bally's (Stylized)	Registered	74/711619	07-Aug-1995	2048291	25-Mar-1997	25-Mar-2027	41 Int., 43 Int.	Casino services; Hotel services; restaurant and bar services	Next Renewal 25-Mar-2027 Ren/Due
Parball Newco, LLC	United States	Center of the Action (Block)	Registered	85/385846	01-Aug-2011	4105646	28-Feb-2012	28-Feb-2022	41 Int., 43 Int.	Providing entertainment services in the nature of casino and gaming activities; casino services; conducting and providing facilities for special events featuring casino and gaming contests; Hotel services; bar and restaurant services; provision of conference, exhibition and meeting facilities	First Renewal 28-Feb-2022 Ren/Due

Exhibit B – Bally Trademarks


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