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To the Honorable Commissioner of Patents and

102819736

ments or copy thereof.

1. Name of conveying party(ies): Canadian Imperial Bank of Commerce
Individual(s) Association
General Partnership Limited Partnership
Corporation-State of Delaware
Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: Horseshoe Entertainment
Internal
Address:
Street Address: 301 Benton Rd.
City: Bossier City State: LA Zip: 71111
Individual(s) citizenship
Association
General Partnership
Limited Partnership Louisiana
Corporation-State
Other
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
Assignment Merger
Security Agreement Change of Name
Other: Release of Security Interest (Reel/Frame: 2004/0908)
Execution Date: July 1, 2004

JUL 28 2004

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
Additional number(s) attached Yes No

B. Trademark Registration No.(s)
2045583, 2061301

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Perry J. Viscounty, Esq.
Internal Address: Latham & Watkins LLP
Street Address: 650 Town Center Drive, Suite 2000
City: Costa Mesa State: CA Zip: 92626

46. Total number of applications and registrations involved: 2
7. Total fee (37 CFR 3.41): \$ 65.00
Enclosed
Authorized to be charged to deposit account
8. Deposit account number
500524 (For additional fees, if any)
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.
Anna T. Kwan
Name of Person Signing Signature Date July 27, 2004
Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

08/23/2004 EDDUPER 00000071 2045583

01 FC:8521 40.00 OP
02 FC:8522 25.00 OP

OC\693674.1

RELEASE OF TRADEMARK SECURITY INTEREST

This Release of Trademark Security Interest (this "**Release**") is dated as of July 1, 2004. Reference is hereby made to the Grant of Trademark Security Interest (the "**Grant**"), dated as of December 1, 1999, by and between **HORSESHOE ENTERTAINMENT** ("**Assignor**") and Canadian Imperial Bank of Commerce ("**Assignee**"), recorded with the United States Patent and Trademark Office on December 14, 1999 on Reel/Frame No. 2004/0908.


Assignee hereby notifies, acknowledges to and agrees with Assignor that the security interest granted by Assignor in the collateral set forth in the Grant (the "**Trademark Collateral**") including, without limitation, the security interest granted in the Trademarks listed on the attached Schedule A, is terminated and released as of the date hereof, and that Assignee hereby releases and forever discharges all of its right, title and interest of any kind or nature granted, assigned or conveyed pursuant to the Grant in the Trademark Collateral.

Assignee releases all liens, pledges, security interests, charges and other encumbrances of whatever nature (collectively, "**Encumbrances**") on this Release including, without limitation, those Encumbrances created under or in connection with the Grant.

Assignee hereby agrees to take such further actions and to execute such further documents as Assignor may reasonably request to effect and evidence this Release, including, without limitation, the execution of any filings, statements, amendments, recordations or other instruments required to release the Trademark Collateral.

IN WITNESS WHEREOF, Assignee has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first above written.

**CANADIAN IMPERIAL BANK OF COMMERCE,
as Administrative Agent**

By: 
Name: MARYBETH ROSS
Title: AUTHORIZED SIGNATORY

Release of Trademark Security Interest
(Horseshoe Entertainment)

**SCHEDULE A
TO
RELEASE OF TRADEMARK SECURITY INTEREST**

Registered Trademarks:

	<u>Registration Number</u>	<u>Serial Number</u>	<u>Registration Date</u>	<u>Trademark Description</u>
1.	2045583	75009695	03/18/97	Las Vegas Excitement Louisiana Style
2.	2061301	75114454	05/13/97	Winning Times
	<u>Registration Number</u>	<u>Registration State</u>	<u>Registration Date</u>	<u>Trademark Description</u>
3.	307-95	Arkansas	10/31/95	Football Madness
4.	166-96	Arkansas	06/11/96	Winning Times
5.	No Number	Louisiana	10/23/95	Football Madness
6.	9324881118/24	Louisiana	08/18/94	Horseshoe Casino - Hotel
7.	9324881115/21	Louisiana	08/18/94	Horseshoe Casino - Hotel
8.	9324881116/22	Louisiana	08/18/94	Horseshoe Casino - Hotel
9.	942831036	Louisiana	08/18/94	Horseshoe Casino - Hotel
10.	940451117	Louisiana	03/02/94	Horseshoe Riverboat Casino
11.	940451121	Louisiana	03/02/94	Horseshoe Riverboat Casino
12.	940451124	Louisiana	03/02/94	Horseshoe Riverboat Casino
13.	No Number	Louisiana	03/02/94	Horseshoe Riverboat Casino
14.	No Number	Louisiana	10/23/95	Las Vegas Excitement Louisiana Style
15.	No Number	Louisiana	06/10/96	The Branding Iron
16.	No Number	Louisiana	06/10/96	The Captain's Table
17.	No Number	Louisiana	06/10/96	Winning Times
18.	55737	Texas	06/10/96	Winning Times

Schedule A-1

Release of Trademark Security Interest
(Horseshoe Entertainment)

LA3:1069644.2

RECORDED: 07/25/2004

TRADEMARK
REEL: 003031 FRAME: 0659