

01-29-2004

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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Park Place Entertainment Corporation
Individual(s) Association General Partnership Limited Partnership
XXXX Corporation-State Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Caesars Entertainment, Inc.
Internal Address: Legal Department
Street Address: 3930 Howard Hughes Parkway
City: Las Vegas State: NV Zip: 89109
Individual(s) citizenship Association General Partnership Limited Partnership
XXXX Corporation-State Delaware
Other
If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
Assignment Merger Security Agreement XXXX Change of Name Other
Execution Date: 1-5-2004

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark Registration No.(s) 1,440,235
Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 93

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Mr. Louis J. Nunziata
Internal Address: Caesars Entertainment, Inc. Legal Department
Street Address: 3930 Howard Hughes Parkway
City: Las Vegas State: NV Zip: 89109

7. Total fee (37 CFR 3.41) \$ 2,340.00
Enclosed Authorized to be charged to deposit account
8. Deposit account number:
(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.
Louis J. Nunziata Signature
Name of Person Signing 00000009 1440235
Total number of pages including cover sheet, attachments, and document: 14

01/29/2004 DBYRNE 00000009 1440235

40.00 DP 2300.00 DP

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

01/29/2004 DBYRNE 0015092 008 1-8-0004 9670.00 CR Name/Number 1440235

TRADEMARK REEL: 002906 FRAME: 0739

ID/File No.	Mark	Owner	Application No. - Registration No.
8413/ BALLYGAM 86-02.TM	7 HEAVEN DOLLARS	Park Place Entertainment Corporation	Registration No.: 1,439,550
8694/ BALPKPNJ 00-01.TM	7777 HEAVEN (and Design)	Park Place Entertainment Corporation	Registration No.: 2,429,886
9132/ SHERATON 02-02.TM	ALL SLOTS. ALL LOOSE. ALL THE TIME.	Park Place Entertainment Corporation	Registration No.: 2,771,335
9317/ FLAMINGOLV 03-12.TM	AS VEGAS AS VEGAS GETS	Park Place Entertainment Corporation	Application No.: 76/547,638
8484/ BALLYS 96-01.TM	B (Stylized)	Park Place Entertainment Corporation	Registration No.: 2,164,444
8414/ BALLYGAM 87-01.TM	BALLY	Park Place Entertainment Corporation	Registration No.: 1,552,562
8468/ BALLYS 91-06.TM	BALLY	Park Place Entertainment Corporation	Registration No.: 1,909,427
8394/ BALLYGAM 47-01.TM	BALLY (Stylized Script)	Park Place Entertainment Corporation	Registration No.: 0,505,218

ID/File No.	Mark	Owner	Application No. - Registration No.
8404/ BALYGAM 74-01.TM	BALLY (Stylized Script)	Park Place Entertainment Corporation	Registration No.: 1,012,119
8417/ BALLYGAM 90-01.TM	BALLY (Stylized Script)	Park Place Entertainment Corporation	Registration No.: 1,646,697
8435/ BALLYGAM 99-04.TM	BALLY (Stylized Script)	Park Place Entertainment Corporation	Registration No.: 2,377,709
8530/ BALLYSMS 94-02.TM	BALLY BOB (Design Mark)	Park Place Entertainment Corporation	Registration No.: 1,975,755
8531/ BALLYSMS 94-05.TM	BALLY BOB (Word Mark)	Park Place Entertainment Corporation	Registration No.: 1,955,688
8424/ BALYGAM 92-01.TM	BALLY GAMING	Park Place Entertainment Corporation	Registration No.: 1,820,490
8425/ BALLYS 87-01.TM	BALLY'S	Park Place Entertainment Corporation	Registration No.: 1,523,910
8431/ BALLYS 87-05.TM	BALLY'S	Park Place Entertainment Corporation	Registration No.: 1,515,843
8457/ BALLYS 89-05.TM	BALLY'S	Park Place Entertainment Corporation	Registration No.: 1,581,959

ID/File No.	Mark	Owner	Application No. - Registration No.
8497/ BALLYSLA 94-01.TM	BALLY'S BELLE OF ORLEANS	Park Place Entertainment Corporation	Registration No.: 2,012,257
8498/ BALLYSLA 95-01.TM	BALLY'S CASINO LAKESHORE RESORT	Park Place Entertainment Corporation	Registration No.: 1,973,722
8499/ BALLYSLA 95-02.TM	BALLY'S CASINO LAKESHORE RESORT NEW ORLEANS LOUISIANA (and Design)	Park Place Entertainment Corporation	Registration No.: 1,982,255
8500/ BALLYSLA 95-03.TF	BALLY'S COMMODORE CLUB	Park Place Entertainment Corporation	Registration No.: 2,032,928
8501/ BALLYSLA 95-04.TM	BALLY'S COMMODORE CLUB (and Design)	Park Place Entertainment Corporation	Registration No.: 2,034,472
8486/ BALLYSLA 96-03.TM	BALLY'S GAMING U	Park Place Entertainment Corporation	Registration No.: 2,112,386
8485 BALLYSLA 96-02.TM	BALLY'S GAMING UNIVERSITY	Park Place Entertainment Corporation	Registration No.: 2,103,312
8503/ BALPKPNJ 87-01.TM	BALLY'S GRAND	Park Place Entertainment Corporation	Registration No.: 1,533,712

ID/File No.	Mark	Owner	Application No. - Registration No.
8504/ BALPKPNJ 87-02.TM	BALLY'S GRAND	Park Place Entertainment Corporation	Registration No.: 1,543,909
8532/ BALLYSMS 95-01.TM	BALLY'S SALOON – GAMBLING HALL – HOTEL	Park Place Entertainment Corporation	Registration No.: 2,048,291
8529/ BALLYSMS 94-01.TM	BALLY'S SALOON & GAMBLING HALL	Park Place Entertainment Corporation	Registration No.: 1,955,699
8505/ BALPKPNJ 87-03.TM	BG (and Design)	Park Place Entertainment Corporation	Registration No.: 1,498,142
8542/ BALPKPNJ 91-02.TM	BIG BUCKS	Park Place Entertainment Corporation	Registration No.: 1,847,026
9254/ CAESARS 03-27.TM	CAESARS ENTERTAINMENT	Park Place Entertainment Corporation	Application No.: 78/274,378
9316/ CAESARS 03-27.TM	CAESARS ENTERTAINMENT (Stylized)	Park Place Entertainment Corporation	Application No.: 78/274,995
8593/ LVHILTON 94-01.TM	CANDYMANIA	Park Place Entertainment Corporation	Registration No.: 2,007,114
8756/ PARKPLACE 00-10.TM	CASCATA	Park Place Entertainment Corporation	Registration No.: 2,565,667

ID/File No.	Mark	Owner	Application No. - Registration No.
8819/ PARKPLACE 00-09.TM	CASCATA	Park Place Entertainment Corporation	Registration No.: 2,498,816
8606/ LVHILTON 99-17.TM	CASH IN A FLASH	Park Place Entertainment Corporation	Application No.: 75/853,815
8622/ PARIS 99-14.TM	C'EST SI BON	Park Place Entertainment Corporation	Registration No.: 2,407,315
8536/ FLAMINGOLV 83-02.TM	CITY LITES	Park Place Entertainment Corporation	Registration No.: 1,243,194
8713/ BALPKPNJ 00-09.TM	COYOTE KATE'S SLOT PARLOR	Park Place Entertainment Corporation	Registration No.: 2,523,523
8626/ PARKPLACE 99-07.TM	CS3 CONSOLIDATED SUPPLIES, SERVICES AND SYSTEMS	Park Place Entertainment Corporation	Registration No.: 2,513,331
8547/ FLAMINGOLV 95-01.TM	FLAMINGO	Park Place Entertainment Corporation	Registration No.: 1,948,975
8760/ FLAMINGOLV 01-01.TM	FLAMINGO (Stylized)	Park Place Entertainment Corporation	Registration No.: 2,517,266
8761/ FLAMINGOLV 02-01.TM	FLAMINGO (Stylized)	Park Place Entertainment Corporation	Registration No.: 2,517,267

ID/File No.	Mark	Owner	Application No. - Registration No.
8549/ FLAMINGOLV 99-01.TM	FLAMINGO (Bird Design)	Park Place Entertainment Corporation	Registration No.: 2,350,265
8704/ FLAMINGOLV 00-05.TM	FLAMINGO LAS VEGAS	Park Place Entertainment Corporation	Registration No.: 2,514,373
8705/ FLAMINGOLV 00-06.TM	FLAMINGO LAS VEGAS	Park Place Entertainment Corporation	Registration No.: 2,516,588
8548/ FLAMINGOLV 95-02.TM	FLAMINGO PLAYERS CLUB	Park Place Entertainment Corporation	Registration No.: 2,015,176
8573/ FLAMLAUGH 93-02.TM	FRUIT BASKET BUFFET (and Design)	Park Place Entertainment Corporation	Registration No.: 1,820,290
8590/ LVHILTON 91-03.TM	GARDEN OF THE DRAGON	Park Place Entertainment Corporation	Registration No.: 1,702,280
8513/ BALPKPNJ 92-05.TM	LIGHTNING QUARTERS	Park Place Entertainment Corporation	Registration No.: 1,801,151
9133/ SHERATON 02-01.TM	LOOSE SLOT LOUIE	Park Place Entertainment Corporation	Application No.: 76/461,565
8519/ BALPKPNJ 96-01.TM	LOS TRES HOMBRES CANTINA	Park Place Entertainment Corporation	Registration No.: 2,159,687

ID/File No.	Mark	Owner	Application No. - Registration No.
9258/ LVHILTON 03-09.TM	MILLION DOLLAR BLACKJACK TOURNAMENT (and Design)	Park Place Entertainment Corporation	Application No.: 76/534,970
8432/ BALPKPNJ 93-01.TM	MR. MING'S	Park Place Entertainment Corporation	Registration No.: 1,835,833
8708/ BALPKPNJ 89-01.TM	MVP	Park Place Entertainment Corporation	Registration No.: 1,572,506
8544/ BALLYS 99-15.TM	NYC SHELL GAME	Park Place Entertainment Corporation	Application No.: 75/854,144
8545/ FLAMINGOLV 91-02.TM	O'SHEAS CASINO (and Design)	Park Place Entertainment Corporation	Registration No.: 1,692,034
8607/ PARIS 95-02.TM	PARIS	Park Place Entertainment Corporation	Registration No.: 2,475,977
8608/ PARIS 95-03.TM	PARIS (Stylized)	Park Place Entertainment Corporation	Registration No.: 2,527,696
8610/ PARIS 95-04.TM	PARIS CASINO RESORT	Park Place Entertainment Corporation	Registration No.: 2,465,866
8621/ PARIS 99-13.TM	PARIS LAS VEGAS (and Design)	Park Place Entertainment Corporation	Registration No.: 2,432,163

ID/File No.	Mark	Owner	Application No. - Registration No.
9331/ PARIS 03-11.TM	PARIS LAS VEGAS (and Design)	Park Place Entertainment Corporation	Application No.: 78/319,595
9332/ PARIS 03-12.TM	PARIS LAS VEGAS (and Design)	Park Place Entertainment Corporation	Application No.: 78/319,829
9333/ PARIS 03-13.TM	PARIS LAS VEGAS (and Design)	Park Place Entertainment Corporation	Application No.: 78/319,907
9334/ PARIS 03-14.TM	PARIS LAS VEGAS (and Design)	Park Place Entertainment Corporation	Application No.: 78/320,257
9335/ PARIS 03-15.TM	PARIS LAS VEGAS (and Design)	Park Place Entertainment Corporation	Application No.: 78/320,459
8767/ PARKPLACE 79-01.TM	PARK PLACE	Park Place Entertainment Corporation	Registration No.: 1,173,550
8768/ PARKPLACE 80-01.TM	PARK PLACE	Park Place Entertainment Corporation	Registration No.: 1,353,936
8770/ PARKPLACE 80-02.TM	PARK PLACE (Tree Design)	Park Place Entertainment Corporation	Registration No.: 1,219,913
8818/ PARKPLACE 01-11.TM	PARK PLACE CONNECTION	Park Place Entertainment Corporation	Registration No.: 2,673,192

ID/File No.	Mark	Owner	Application No. - Registration No.
9046/ PARKPLACE 02-19.TM	PARK PLACE ENTERTAINMENT	Park Place Entertainment Corporation	Registration No.: 2,758,477
9047/ PARKPLACE 02-20.TM	PARK PLACE ENTERTAINMENT	Park Place Entertainment Corporation	Registration No.: 2,758,476
8625/ PARKPLACE 99-01.TM	PARK PLACE ENTERTAINMENT (Stylized)	Park Place Entertainment Corporation	Registration No.: 2,340,641
8978/ PARKPLACE 02-12.TM	PARK PLACE ON THE BOARDWALK	Park Place Entertainment Corporation	Application No.: 76/426,463
8979/ PARKPLACE 02-13.TM	PARK PLACE ON THE BOARDWALK	Park Place Entertainment Corporation	Application No.: 76/426,462
8980/ PARKPLACE 02-14.TM	PARK PLACE ON THE BOARDWALK	Park Place Entertainment Corporation	Application No.: 76/426,461
8774/ PARKPLACE 01-05.TM	PAYDAY!	Park Place Entertainment Corporation	Application No.: 76/252,043
9344/ FLAMINGOLV 03-16.TM	PINK GINGER	Park Place Entertainment Corporation	Application No.: 76/560,742
8739/ BALLYS 99-17.TM	REAL. LIVE. LAS VEGAS	Park Place Entertainment Corporation	Registration No.: 2,399,183

ID/File No.	Mark	Owner	Application No. - Registration No.
8793/ FLAMINGOLV 01-04.TM	STAY ORIGINAL	Park Place Entertainment Corporation	Registration No.: 2,532,137
8585/ LVHILTON 87-01.TM	SUPERBOOK	Park Place Entertainment Corporation	Registration No.: 1,519,150
8535/ FLAMINGOLV 83-01.TM	THE BEEF BARRON	Park Place Entertainment Corporation	Registration No.: 1,345,187
8576/ ACHILTON 93-01.TM	THE OAKS	Park Place Entertainment Corporation	Registration No.: 1,821,905
9253/ RENOHILTON 03-02.TM	THE PLACE TO PLAY EVERYDAY!	Park Place Entertainment Corporation	Application No.: 76/528,365
9252/ RENOHILTON 03-01.TM	THE PLACE TO PLAY.	Park Place Entertainment Corporation	Application No.: 76/528,364
8695/ BALLYS 00-03.TM	THE RACE & SPORTS BOOK BALLY'S LAS VEGAS (and Design)	Park Place Entertainment Corporation	Registration No.: 2,438,409
8433/ PARKPLACE 99-04.TM	THERE'S A LOT IN A NAME	Park Place Entertainment Corporation	Registration No.: 2,498,924
8434/ PARKPLACE 99-03.TM	THERE'S A LOT IN A NAME	Park Place Entertainment Corporation	Registration No.: 2,462,704

ID/File No.	Mark	Owner	Application No. - Registration No.
8769/ BALPKPNJ 80-01.TM	TREE DESIGN (PPE)	Park Place Entertainment Corporation	Registration No.: 1,224,155
9343/ FLAMINGOLV 03-15.TM	VENTIUNO	Park Place Entertainment Corporation	Application No.: 78/286,269
8881/ BALPKPNJ 96-04.TM	WILD WILD WEST CASINO AT BALLY'S	Park Place Entertainment Corporation	Application No.: 75/103,167
8528/ BALPKPNJ 99-01.TM	WILD, WILD WEST CASINO	Park Place Entertainment Corporation	Application No.: 75/106,946

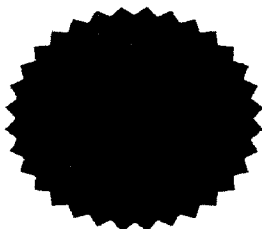
Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "PARK PLACE ENTERTAINMENT CORPORATION", CHANGING ITS NAME FROM "PARK PLACE ENTERTAINMENT CORPORATION" TO "CAESARS ENTERTAINMENT, INC.", FILED IN THIS OFFICE ON THE FIFTH DAY OF JANUARY, A.D. 2004, AT 8:38 O'CLOCK A.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

2906776 8100

AUTHENTICATION: 2846890

040002462

DATE: 01-05-04

TRADEMARK
REEL: 002906 FRAME: 0751

CERTIFICATE OF AMENDMENT
TO THE
AMENDED AND RESTATED
CERTIFICATE OF INCORPORATION
OF
PARK PLACE ENTERTAINMENT CORPORATION

Pursuant to Section 242 of the General
Corporation Law of the State of Delaware

Park Place Entertainment Corporation, a Delaware corporation
(hereinafter called the "Corporation"), does hereby certify as follows:

FIRST: Article I of the Corporation's Amended and Restated
Certificate of Incorporation is hereby amended to read in its entirety as set forth
below:

Article I: The name of the corporation (which is hereinafter
referred to as "the Corporation") is Caesars Entertainment, Inc.

SECOND: The foregoing amendment was duly adopted in accor-
dance with Section 242 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, the Corporation has caused this Certifi-
cate of Amendment to be duly executed in its corporate name this 5th day of
January, 2004.

PARK PLACE ENTERTAINMENT
CORPORATION

By: 

Name: Bernard E. DeLury, Jr.

Title: Executive Vice President,
General Counsel and Secretary