

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rio Properties, Inc.		09/15/2004	CORPORATION: NEVADA

RECEIVING PARTY DATA	
Name:	Harrah's License Company, LLC
Composed Of:	COMPOSED OF Harrah's Operating Company, its sole member
Street Address:	One Harrah's Court
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89119
Entity Type:	Limited Liability Company: NEVADA

PROPERTY NUMBERS Total: 29

Property Type	Number	Word Mark
Registration Number:	2849732	BEVERTAINER
Registration Number:	2085147	BUZIOS
Registration Number:	1827883	CARNIVAL WORLD BUFFET
Registration Number:	2345553	CLUB RIO
Registration Number:	2709302	EXOTIC. UNINHIBITED. FUN.
Registration Number:	1964224	IORE
Registration Number:	1697110	IPANEMA GIRLS
Registration Number:	2338738	PLAY RIO
Registration Number:	2459105	PLAYRIO.COM
Registration Number:	1845968	RIO
Registration Number:	1997791	RIO
Registration Number:	1908880	RIO
Registration Number:	1984925	RIO
Registration Number:	1997790	RIO

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Registration Number:	1845967	RIO
Registration Number:	2739407	RIO ALL-SUITE CASINO RESORT LAS VEGAS
Registration Number:	2739406	RIO ALL-SUITE CASINO RESORT LAS VEGAS
Registration Number:	2715239	RIO JAVA
Registration Number:	2053740	RIO LAS VEGAS
Registration Number:	2207791	RIO LAS VEGAS
Registration Number:	2221028	RIO LAS VEGAS
Registration Number:	2207792	RIO LAS VEGAS
Registration Number:	1793006	RIO RITA
Registration Number:	1714332	RIO RITA'S
Registration Number:	2223924	RIO SECCO GOLF CLUB
Registration Number:	1757490	RIO SUITE HOTEL&CASINO
Registration Number:	1779291	SNEAKY QUEENS
Registration Number:	2283169	VOODOO DOLLARS
Serial Number:	78159715	MISS RIO

CORRESPONDENCE DATA

Fax Number: (901)537-3359
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 901-762-8755
Email: jtyler@harras.com
Correspondent Name: Jane Tyler
Address Line 1: 1023 Cherry Road
Address Line 4: Memphis, TENNESSEE 38117

NAME OF SUBMITTER: Jane Tyler

Total Attachments: 3
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ASSIGNMENT OF TRADEMARK
(Federal Registrations/Applications)

WHEREAS, Rio Properties, Inc., a corporation duly organized and existing under the laws of the State of Nevada, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is the owner of certain trade marks and service marks and has acquired goodwill associated with and symbolized by said marks; and

WHEREAS, Rio Properties, Inc. is the owner of registrations and applications relating to the said marks in the United States Patent and Trademark Office, registrations and applications are as set out below:

REGISTRATIONS:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Bervtainer (Block)	2849732	6/1/2004
Buzios (Block)	2085147	8/5/1997
Carnival World Buffet (Block)	1827883	3/22/2004
Club Rio (Design)	2345553	4/25/2000
Exotic. Uninhibited. Fun.	2709302	4/22/2003
Fiore (Block)	1964224	3/26/1996
Ipanema Girls (Block)	1697110	6/23/1992
Play Rio (Block)	2338738	4/4/2000
Playrio.com (Block)	2459105	6/12/2001
Rio (Block)	1845968	7/19/2004
Rio (Block)	1997791	9/3/1996
Rio (Sign Design)	1908880	8/1/1995
Rio (Sign Design)	1984925	7/9/1996
Rio (Stylized Script)	1997790	9/3/1996
Rio (Stylized Script)	1845967	7/19/2004
Rio All-Suite Casino Resort Las Vegas (Block)	2739407	7/22/2003
Rio All-Suite Casino Resort Las Vegas (Block)	2739406	7/22/2003
Rio Java (Design)	2715239	5/13/2003
Rio Las Vegas (Block)	2053740	4/22/1997
Rio Las Vegas (Block)	2207791	12/8/1998
Rio Las Vegas (Script)	2221028	2/2/1999
Rio Las Vegas (Stylized Script)	2207792	12/8/1998
Rio Rita (Block)	1793006	9/14/2003
Rio Rita's (Block)	1714332	9/8/1992

Rio Secco Golf Club (Block)	2223924	2/16/1999
Rio Suite Hotel & Casino (Design)	1757490	3/9/2003
Sneaky Queens (Block)	1779291	6/29/1993
Voodoo Dollars	2283169	10/5/1999


APPLICATIONS:

<i>Description of Mark</i>	<i>Serial Number</i>	<i>Filing Date</i>
Miss Rio	78/159715	8/30/2002

WHEREAS, Harrah's License Company, LLC, a limited liability company duly organized and existing under and by virtue of the laws of the State of Nevada, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is desirous of acquiring all of the right, title and interest in and to said marks, including but not limited to all common law rights and the registrations and applications set forth herein;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Rio Properties, Inc. does hereby transfer and assign to Harrah's License Company, LLC all of its right, title and interest in and to the said marks together with the goodwill of the business symbolized by the marks, and the registrations and applications thereof herein before listed.

Rio Properties, Inc.


By: 
Jane E. Tyler, Assistant Secretary

Date: September 15, 2004

STATE OF TENNESSEE)
)
COUNTY OF SHELBY)

Personally appeared before me the above named Jane E. Tyler, known or proved to me to be the same person who executed the foregoing instrument and to be an Assistant Secretary of Rio Properties, Inc. and acknowledged to me that she executed the same as her free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this 15th day of September, 2004.


Notary Public

My Commission expires ~~My Commission Expires~~ April 15, 2008

