

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Trademark Collateral Agreement

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Harrah's Operating Company, Inc.		01/28/2008	CORPORATION: DELAWARE
Caesars World, Inc.		01/28/2008	CORPORATION: FLORIDA
Harrah's License Company, LLC		01/28/2008	LIMITED LIABILITY COMPANY: NEVADA
HHLV Management Company, LLC		01/28/2008	LIMITED LIABILITY COMPANY: NEVADA

RECEIVING PARTY DATA

Name:	Bank of America, N.A., as Collateral Agent
Street Address:	901 Main Street
Internal Address:	Mail Code TX1-492-14-11
City:	Dallas
State/Country:	TEXAS
Postal Code:	75202
Entity Type:	National Association:

PROPERTY NUMBERS Total: 486

Property Type	Number	Word Mark
Registration Number:	1143658	APPIAN WAY
Registration Number:	0931975	BACCHANAL
Registration Number:	3235826	BURNING OF ROME
Registration Number:	0763255	CAESARS
Registration Number:	0983525	CAESARS
Registration Number:	0954684	CAESARS
Registration Number:	1527770	CAESARS
Registration Number:	1988107	CAESARS
Registration Number:	1527771	CAESARS

CH \$12165.00 1143658

Registration Number:	1001363	CAESARS
Registration Number:	0954637	CAESARS
Registration Number:	3021734	CAESARS ENTERTAINMENT
Registration Number:	3058666	CAESARS ENTERTAINMENT
Registration Number:	2630525	CAESARS MAGICAL EMPIRE
Registration Number:	1531549	CAESARS MAN
Registration Number:	1538771	CAESARS MAN
Registration Number:	3110398	CAESARS PALACE
Registration Number:	0963656	CAESARS PALACE
Registration Number:	1091551	CAESARS PALACE
Registration Number:	0963820	CAESARS PALACE
Registration Number:	0907693	CAESARS PALACE
Registration Number:	0951262	CAESARS PALACE
Registration Number:	1004058	CAESARS PALACE
Registration Number:	1090494	CAESARS PALACE
Registration Number:	0968212	CAESARS PALACE
Registration Number:	3160198	CAESARS PALACE
Registration Number:	1158035	CAESARS PALACE
Registration Number:	0907696	CAESARS PALACE
Registration Number:	1663829	CAESARS PALACE AT SEA
Registration Number:	1168663	CAESARS PALACE LAS VEGAS-NEVADA
Registration Number:	1191413	CAESARS TAHOE
Registration Number:	1263220	CAESARS TAHOE
Registration Number:	1201555	CAESARS TAHOE
Registration Number:	1201511	CAESARS TAHOE
Registration Number:	1186958	CAESARS TAHOE
Registration Number:	1532553	CAESARS WOMAN
Registration Number:	1531548	CAESARS WOMAN
Registration Number:	0995419	CAESARS WORLD
Registration Number:	1551437	CHAMPAGNE TOWERS
Registration Number:	2868896	CHARIOT RUN
Registration Number:	2855799	CHARIOT RUN
Registration Number:	0965251	CIRCUS MAXIMUS
Registration Number:	0979106	CLEOPATRA'S BARGE
Registration Number:	1138113	CLEOPATRA'S BARGE

Registration Number:	3009896	COLOSSEUM
Registration Number:	2975973	COLOSSEUM SLOTS
Registration Number:	3076028	CONQUER IT ALL.
Registration Number:	2999188	CYPRESS STREET MARKETPLACE
Registration Number:	1743663	EMPERORS CLUB
Registration Number:	1837096	EMPERORS EVERYDAY GIVEAWAY
Registration Number:	2022361	FERENTINA
Registration Number:	0945380	GALLERIA
Registration Number:	3034766	GLORY OF ROME
Registration Number:	0884317	
Registration Number:	0907694	I, CAESAR
Registration Number:	0966734	I, CAESAR
Registration Number:	1649800	LA PIAZZA
Registration Number:	2874051	LIVE FAMOUSLY.
Registration Number:	1194868	
Registration Number:	0947706	
Registration Number:	1644190	PALACE RESERVE
Registration Number:	3312633	
Registration Number:	3106029	ROMAN PLAZA
Registration Number:	3015592	ROMAN RITUALS
Registration Number:	3060087	ROME CASINO
Registration Number:	2968751	SEAHORSE SLOTS
Registration Number:	3024562	SEAHORSE SLOTS
Registration Number:	1146922	SPANISH STEPS
Registration Number:	3249070	THE FORUM SHOPS
Registration Number:	1829004	THE FORUM SHOPS AT CAESARS
Registration Number:	2933243	THE OTHER TUNICA.
Registration Number:	1096310	THE PALACE
Registration Number:	1128428	THE PALACE
Registration Number:	2707034	THE PALACE COURT
Registration Number:	1128000	THE PALACE COURT
Registration Number:	3178188	THE PIER AT CAESARS
Registration Number:	1676542	TOGA TEDDY
Registration Number:	3171511	"EVEN YOUR APPETITE WINS HERE."
Registration Number:	3065452	GO

Registration Number:	3171513	"IF YOU'RE GAMBLING, WE'RE GONNA COMP YOU."
Registration Number:	3171510	"MAKE IT RIGHT FOR THE GAMBLER."
Registration Number:	3177129	"NOBODY DOES MORE FOR THE GAMBLER."
Registration Number:	3171509	"THIS IS THE ORIGINAL GAMBLING JOINT."
Registration Number:	3177127	"WE GIVE GAMBLERS WHAT THEY WANT."
Registration Number:	3239725	\$1 MILLION IN THE BAG
Registration Number:	2118116	1-800-HARRAHS
Registration Number:	3020080	A WHOLE NEW BREED OF CASINO
Registration Number:	3242478	ACE'S DINER
Registration Number:	2771335	ALL SLOTS. ALL LOOSE. ALL THE TIME.
Registration Number:	1677163	ANIMATIONS
Registration Number:	2934412	AS VEGAS AS VEGAS GETS
Registration Number:	2164444	B
Registration Number:	1909427	BALLY
Registration Number:	1552562	BALLY
Registration Number:	1646697	BALLY
Registration Number:	2377709	BALLY
Registration Number:	1012119	BALLY
Registration Number:	0505218	BALLY
Registration Number:	1820490	BALLY GAMING
Registration Number:	1523910	BALLY'S
Registration Number:	1515843	BALLY'S
Registration Number:	1581959	BALLY'S
Registration Number:	1955699	BALLY'S SALOON & GAMBLING HALL
Registration Number:	1533712	BALLY'S GRAND
Registration Number:	1543909	BALLY'S GRAND
Registration Number:	2048291	BALLY'S SALOON GAMBLING HALL HOTEL
Registration Number:	3135595	BAMBU
Registration Number:	2974511	BE INSPIRED
Registration Number:	3117854	BEAT THE HOUSE
Registration Number:	2819968	BECAUSE MORE IS BETTER
Registration Number:	3106584	BEEF BARRON
Registration Number:	3246044	BELLISSIMO
Registration Number:	2849732	BEVERTAINER
Registration Number:	3077332	BEVERTAINMENT

Registration Number:	1498142	BG
Registration Number:	1847026	BIG BUCKS
Registration Number:	2666369	BIGGER VALUE. BETTER TIME.
Registration Number:	1530198	BILL'S
Registration Number:	1533685	BILL'S LAKE TAHOE CASINO
Registration Number:	3316023	BILL'S GAMBLIN' HALL & SALOON
Registration Number:	2148837	BLUESVILLE
Registration Number:	2558258	BLUFFS RUN
Registration Number:	3216589	BOOST
Registration Number:	2085147	BUZIOS
Registration Number:	2335359	CAFE ANDREOTTI
Registration Number:	2312618	CAFE SONOMA
Registration Number:	2323248	CAFE SONOMA
Registration Number:	2007114	CANDYMANIA
Registration Number:	1827883	CARNIVAL WORLD BUFFET
Registration Number:	3141982	CARVINGS
Registration Number:	2498816	CASCATA
Registration Number:	2565667	CASCATA
Registration Number:	2869743	CASH SCRATCH FEVER
Registration Number:	2994544	CASINO ROW
Registration Number:	2407315	C'EST SI BON
Registration Number:	3020236	CHAMPAGNE SLOTS
Registration Number:	1243194	CITY LITES
Registration Number:	1842112	CLARIDGE
Registration Number:	2020589	CLUB CAPPUCCINO
Registration Number:	2731316	CLUB CAPPUCCINO HARRAH'S
Registration Number:	2345553	CLUB RIO
Registration Number:	2523523	COYOTE KATE'S SLOT PARLOR
Registration Number:	2949255	DIRECTBET
Registration Number:	2814216	ETOTAL REWARDS
Registration Number:	2709302	EXOTIC. UNINHIBITED. FUN.
Registration Number:	3323794	EXPRESS PLAY
Registration Number:	2070875	FANTASEA REEF
Registration Number:	2880289	FAST CASH
Registration Number:	2863641	FAST CASH

Registration Number:	1765015	FAST CHANGE HARRAH'S
Registration Number:	1964224	FIORE
Registration Number:	1948975	FLAMINGO
Registration Number:	2517267	FLAMINGO
Registration Number:	2517266	FLAMINGO
Registration Number:	2350265	
Registration Number:	2516588	FLAMINGO LAS VEGAS
Registration Number:	2514373	FLAMINGO LAS VEGAS
Registration Number:	3171514	FOOD AS EXCITING AS OUR GAMBLING
Registration Number:	2829389	FOUR WINDS
Registration Number:	2829388	FOUR WINDS
Registration Number:	2742085	FRESH MARKET SQUARE BUFFET
Registration Number:	1820290	FRUIT BASKET BUFFET
Registration Number:	1702280	GARDEN OF THE DRAGON
Registration Number:	1990167	
Registration Number:	1943260	GIFT HORSE
Registration Number:	3026776	GIGI PARIS
Registration Number:	3213527	GO WILD
Registration Number:	2666019	GRAND CASINO
Registration Number:	2297356	GRAND CASINO
Registration Number:	2026263	GRAND CASINO BILOXI
Registration Number:	1805598	GRAND CASINO KIDS QUEST
Registration Number:	2138187	GRAND CASINO TUNICA MISSISSIPPI
Registration Number:	1735194	GRAND CASINOS, INC.
Registration Number:	2141139	H
Registration Number:	1067887	HARRAH'S
Registration Number:	3268351	HARRAH'S
Registration Number:	3285300	HARRAH'S
Registration Number:	1831759	HARRAH'S
Registration Number:	1237716	HARRAH'S
Registration Number:	2843123	HARRAH'S
Registration Number:	1937292	HARRAHS
Registration Number:	1957088	HARRAH'S
Registration Number:	1946083	HARRAHS
Registration Number:	2628095	HARRAHS 500

Registration Number:	2176952	HARRAH'S CASINO
Registration Number:	2057597	HARRAH'S CONSTELLATION AWARDS
Registration Number:	1557294	HARRAH'S DEL RIO
Registration Number:	1297101	HARRAHS
Registration Number:	1295055	HARRAH'S
Registration Number:	3351300	HARRAH'S LUCKY-BREAK
Registration Number:	2249650	HARRAH'S PASSPORT
Registration Number:	3032149	HARRAH'S WINNING TOGETHER
Registration Number:	2268340	HARRAHS.COM
Registration Number:	2026250	HARVEYS
Registration Number:	2038045	HARVEYS
Registration Number:	3154177	HARVEYS
Registration Number:	2240209	HARVEYS CASINO HOTEL YOU CAN HAVE IT ALL
Registration Number:	2618933	HARVEYS, A NATURAL ADVANTAGE
Registration Number:	3055169	HIDDEN JACKPOTS!
Registration Number:	2083671	HOME OF BEST ODDS & HIGHEST LIMITS
Registration Number:	2726864	HOME OF THE BEST ODDS, HIGHEST LIMITS & BIGGEST JACKPOTS
Registration Number:	2099063	HOME OF LOOSEST SLOTS & BIGGEST JACKPOTS
Registration Number:	2704324	HORSESHOE'S BIKE NITE
Registration Number:	1839764	HORSESHOE
Registration Number:	1839688	HORSESHOE
Registration Number:	2370824	HORSESHOE
Registration Number:	2567003	
Registration Number:	2704322	HORSESHOE'S BIKE NITE
Registration Number:	2360571	INNER CIRCLE
Registration Number:	1697110	IPANEMA GIRLS
Registration Number:	2344420	ISLAND TERRACE
Registration Number:	2432522	ISLAND TERRACE
Registration Number:	3171508	IT'S ALL ABOUT THE GAMBLER.
Registration Number:	3089381	IT'S ALL ABOUT YOU
Registration Number:	3162505	IT'S ALL GRAND.
Registration Number:	1958131	IT'S NOT JUST A GAME, IT'S THE LAW
Registration Number:	2934998	JACQUES
Registration Number:	3126836	JANELAS RESTAURANT & BAR

Registration Number:	2427528	JUST ONE MORE REASON TO LOVE NEW ORLEANS.
Registration Number:	2184430	KA-CHING
Registration Number:	1915702	KNOW WHEN TO STOP BEFORE YOU START
Registration Number:	3215433	LAKE FRONT HOTEL LAKE CHARLES
Registration Number:	2810666	LAKE TAHOE'S BIG CHILL
Registration Number:	2045583	LAS VEGAS EXCITEMENT LOUISIANA STYLE
Registration Number:	1943593	LB'S GRILL
Registration Number:	3057640	LEGENDS ARE MADE ONE HAND AT A TIME
Registration Number:	1801151	LIGHTNING QUARTERS
Registration Number:	2986756	LOOSE SLOT LOUIE
Registration Number:	2159687	LOS TRES HOMBRES CANTINA
Registration Number:	3001127	LOUISIANA BREAD COMPANY
Registration Number:	2874317	LOUISIANA DOWNS
Registration Number:	2791383	
Registration Number:	2673637	LOYALTY HAS ITS REWARDS
Registration Number:	1922653	MARKET PLACE BUFFET
Registration Number:	3282446	MASQUERADE
Registration Number:	2635950	MID-AMERICA POKER CLASSIC
Registration Number:	3227526	MIDWEST REGIONAL POKER CHAMPIONSHIPS A WORLD SERIES OF POKER SATELLITE EVENT
Registration Number:	2883870	MILLION DOLLAR BLACKJACK TOURNAMENT
Registration Number:	3301028	MILLION DOLLAR REWARDS
Registration Number:	1979770	MILLIONAIRE MAKER
Registration Number:	2535261	MILLIONAIRE MILLENNIUM MOMENT
Registration Number:	3012833	MISS RIO
Registration Number:	3039952	MORE
Registration Number:	2899472	MORE OPTIONS. MORE CHOICES. MORE CONTROL.
Registration Number:	2175175	MORE VALUABLE THAN GOLD.
Registration Number:	2827845	MORE WINNERS, MORE FUN, THE PARTY'S JUST BEGUN!
Registration Number:	1835833	MR. MING'S
Registration Number:	1572506	MVP
Registration Number:	2018498	NATIONAL CHAMPIONSHIP OF SLOTS
Registration Number:	3081041	N'AWLINS LOUISIANA CUISINE
Registration Number:	2590230	NEVER EVER CRAPS
Registration Number:	3177082	NOBODY BOOKS A BIGGER BET

Registration Number:	2942300	NYC SHELL GAME
Registration Number:	2719370	OH YEAH!
Registration Number:	1855402	OPERATION BET SMART
Registration Number:	1692034	O'SHEAS CASINO
Registration Number:	2475977	PARIS
Registration Number:	3355033	PARIS
Registration Number:	3361414	PARIS
Registration Number:	2527696	PARIS
Registration Number:	2914614	PARIS LAS VEGAS
Registration Number:	2914615	PARIS LAS VEGAS
Registration Number:	2432163	PARIS LAS VEGAS
Registration Number:	3198006	PARIS LAS VEGAS
Registration Number:	2914612	PARIS LAS VEGAS
Registration Number:	3190882	PARIS LAS VEGAS
Registration Number:	1353936	PARK PLACE
Registration Number:	1173550	PARK PLACE
Registration Number:	1219913	PARK PLACE
Registration Number:	2758477	PARK PLACE ENTERTAINMENT
Registration Number:	2758476	PARK PLACE ENTERTAINMENT
Registration Number:	2831194	PAYDAY!
Registration Number:	2985522	PENNY VILLE
Registration Number:	2986903	PINK GINGER
Registration Number:	3154110	PLAY \$100 ON US!
Registration Number:	2582459	PLAY IT NOW, PLAY IT FIRST.
Registration Number:	3232684	PLAY LIKE THE BIG DOGS.
Registration Number:	2913850	PLAY THE WAVES
Registration Number:	2774258	PLAY, EARN & CASH IN
Registration Number:	2459105	PLAYRIO.COM
Registration Number:	1578228	
Registration Number:	2087604	PROJECT 21
Registration Number:	1634559	SUPPORT PROJECT 21
Registration Number:	3171591	PUSHING THE LIMITS OF HIGH LIMITS
Registration Number:	3358124	QUA
Registration Number:	3358125	QUA BATHS & SPA
Registration Number:	2871846	QUICK REWARDS

Registration Number:	2686230	RACINO
Registration Number:	2933371	RAPID FIRE
Registration Number:	2399183	REAL. LIVE. LAS VEGAS.
Registration Number:	2153855	REEL ACTION SLOT CHALLENGE
Registration Number:	2776841	REEL REWARDS
Registration Number:	2708798	REEL REWARDS
Registration Number:	3126815	RESPONSIBLE GAMING IS OUR BUSINESS
Registration Number:	2847337	REWARD CREDITS
Registration Number:	1997791	RIO
Registration Number:	1845968	RIO
Registration Number:	1908880	RIO
Registration Number:	1984925	RIO
Registration Number:	1845967	RIO
Registration Number:	1997790	RIO
Registration Number:	2739406	RIO ALL-SUITE CASINO RESORT LAS VEGAS
Registration Number:	2739407	RIO ALL-SUITE CASINO RESORT LAS VEGAS
Registration Number:	2715239	RIO JAVA
Registration Number:	2207791	RIO LAS VEGAS
Registration Number:	2053740	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:	3042752	ROYAL ORDER
Registration Number:	2961555	SEAHORSE
Registration Number:	3333896	SET SAIL
Registration Number:	2682979	SEVEN SISTERS
Registration Number:	3293190	SEVEN STARS
Registration Number:	3293192	SEVEN STARS
Registration Number:	2951635	SEVEN STARS CLUB
Registration Number:	3245005	SHEER
Registration Number:	2565638	SHOW & TELL BLACKJACK
Registration Number:	1078615	SHOWBOAT

Registration Number:	1658559	
Registration Number:	1336012	SHOWBOAT
Registration Number:	2868364	SHOWBOAT THE MARDI GRAS CASINO
Registration Number:	1666140	SHOWBOAT
Registration Number:	3263858	SLOT FINDER
Registration Number:	1779291	SNEAKY QUEENS
Registration Number:	2287994	SPOTLIGHT ON SUCCESS
Registration Number:	1972723	STAR CASINO
Registration Number:	3213554	STAY CLASSIC
Registration Number:	3213545	STAY CLASSIC
Registration Number:	2899954	STAY, PLAY AND PARTY
Registration Number:	3198307	STIR
Registration Number:	2788933	SUPER DERBY
Registration Number:	1519150	SUPERBOOK
Registration Number:	2140086	THE ART OF GAMING
Registration Number:	1502650	THE BETTER PEOPLE
Registration Number:	2004892	THE FRIENDLIEST FOLKS ON THE RIVER
Registration Number:	2004893	THE FRIENDLIEST FOLKS ON THE RIVER
Registration Number:	2628987	THE MORE YOU PLAY THE MORE WE PAY
Registration Number:	1878054	THE PARTY'S AT HARVEYS
Registration Number:	1928930	THE PREMIER NAME IN CASINO ENTERTAINMENT
Registration Number:	2438409	THE RACE & SPORTS BOOK BALLY'S LAS VEGAS
Registration Number:	2011189	THE RANGE
Registration Number:	3071118	THE SEAFOOD LEGENDS ARE MADE OF.
Registration Number:	1536880	THE SHIP ON THE STRIP
Registration Number:	1019015	THE SUMMIT
Registration Number:	1020121	THE SUMMIT
Registration Number:	1658560	THE TOP OF THE BOARDWALK
Registration Number:	3180709	THE ULTIMATE GAMBLING EXPERIENCE
Registration Number:	2956370	THE WILD, WILD WEST CASINO AT BALLY'S
Registration Number:	3317049	THE WILL TO DO WONDERS
Registration Number:	0869840	THE WORLD'S GREATEST ENTERTAINERS APPEAR AT HARRAH'S
Registration Number:	3214994	TOGA
Registration Number:	2396572	LOANMARKET

Registration Number:	2131383	TOTAL GOLD
Registration Number:	2466390	TOTAL PLATINUM
Registration Number:	2830063	TOTAL REWARDS
Registration Number:	2209160	TOTAL REWARDS
Registration Number:	2476727	TOTAL REWARDS
Registration Number:	3213494	TOTAL REWARDS
Registration Number:	2621521	TOTAL REWARDS TREASURE HUNT
Registration Number:	3323748	TOTAL TOUCH
Registration Number:	1224155	
Registration Number:	1970151	TRY OUR BRAND OF FUN
Registration Number:	3351322	TUESDAY NIGHT SUPPER CLUB
Registration Number:	3288158	ULTIMATE FLAIR BARTENDING CHAMPIONSHIP HARRAH'S
Registration Number:	3226009	VERDANT HILLS
Registration Number:	3057343	VIALE
Registration Number:	2221012	VILLAGE SQUARE
Registration Number:	3158834	VOODOO
Registration Number:	3067474	VOODOO CAFE & LOUNGE
Registration Number:	2321770	WE CARE. WE CARD.
Registration Number:	3177080	WE KNOW WHAT GAMBLERS WANT.
Registration Number:	1978543	WHERE LEGENDS ARE MADE AND MILLIONS ARE PAID
Registration Number:	2576149	WHERE LOYALTY PAYS
Registration Number:	2178896	WHERE MILLIONS ARE PLAYED AND LEGENDS ARE MADE
Registration Number:	2091782	WHERE THE WORLD GOES TO PLAY
Registration Number:	3213421	WHERE WILL YOU PLAY?
Registration Number:	2837537	WILD, WILD WEST CASINO
Registration Number:	1670914	WILLIAM FISK'S SEAFOOD COMPANY
Registration Number:	2170168	WINET
Registration Number:	3023356	WINFINDER!
Registration Number:	1787225	WINNING STREAK SPORTS & GAMES BAR
Registration Number:	2983321	WINNING WILL FIND YOU
Registration Number:	2119064	WORLD SERIES OF POKER
Registration Number:	3250424	WORLD SERIES OF POKER
Registration Number:	3347380	WORLD SERIES OF POKER
Registration Number:	3150504	WORLD SERIES OF POKER
Registration Number:	1025395	WORLD SERIES OF POKER

Registration Number:	3292249	WORLD SERIES OF POKER
Registration Number:	3290269	WORLD SERIES OF POKER
Registration Number:	3154905	WORLD SERIES OF POKER
Registration Number:	3053714	WORLD SERIES OF POKER TOURNAMENT OF CHAMPIONS
Registration Number:	3292250	WSOP
Registration Number:	3351887	WSOP
Registration Number:	3158489	WWW.SHOPWSOP.COM
Registration Number:	2566907	YASMIN'S
Serial Number:	76247550	HARRAH'S THREE WISHES
Serial Number:	77352483	CAESARS ENTERTAINMENT
Serial Number:	77237918	CAESARS LUXURY COLLECTION
Serial Number:	77045400	THE PIER SHOPS AT CAESARS
Serial Number:	77269189	BEIJING NOODLE NO. 9
Serial Number:	77234865	BLUESVILLE
Serial Number:	77366300	CHOOSE YOUR ESCAPE
Serial Number:	77323570	COLOR
Serial Number:	77323575	COLOR - A SALON
Serial Number:	77265856	EAT UP BUFFET EXPERIENCE
Serial Number:	77243269	EMBRACING DIVERSITY FOR THE COMMON GOOD
Serial Number:	77248876	FREE SLOT PLAY
Serial Number:	77028361	GET MORE BANG FOR YOUR BUCK ...GUARANTEED!
Serial Number:	78787388	"GIVE GAMBLERS THE BEST CHANCE TO WIN."
Serial Number:	77345539	GO GREEN
Serial Number:	77273410	GREAT GIFT WRAP UP
Serial Number:	77264878	HARRAH'S FOUNDATION
Serial Number:	78933698	HORSESHOE. IN A WORD, LEGENDARY.
Serial Number:	77253712	HOT GIFTS. COOL MILLION.
Serial Number:	77165309	HOW SUITE IT IS
Serial Number:	78791551	IBAR
Serial Number:	78933701	IN A WORD, LEGENDARY.
Serial Number:	77184425	LAS VEGAS MEETINGS BY HARRAH'S ENTERTAINMENT
Serial Number:	78481496	LUCK AMBASSADOR
Serial Number:	77020850	MADE IN CHINA
Serial Number:	77235142	OCTAVIUS TOWER
Serial Number:	77318210	PARADE OF PRIZES

Serial Number:	77316049	PARK PLACE JEWELERS
Serial Number:	78882838	PLAY WHERE YOU WANT TO PLAY
Serial Number:	77243510	PUSH YOUR LUCK
Serial Number:	78920618	QUA
Serial Number:	77281176	QUA BATHS & SPA
Serial Number:	78920624	QUA BATHS & SPA
Serial Number:	78957214	ROAD TO THE MAIN EVENT
Serial Number:	78688080	ROAD TO THE WORLD SERIES OF POKER
Serial Number:	78688084	ROAD TO THE WSOP
Serial Number:	78478051	SET FOR LIFE!
Serial Number:	77105090	TOTAL REWARDS SET SAIL DREAM CRUISE GIVEAWAY
Serial Number:	77258237	SHARE THE WEALTH
Serial Number:	77267578	SHOWBOAT THE MARDI GRAS CASINO
Serial Number:	78956361	SPHERE
Serial Number:	77210760	SYCAMORES ON THE CREEK
Serial Number:	77296524	TABLE GAME FINDER
Serial Number:	77357824	TAHOE PERSPECTIVE
Serial Number:	77194134	THAT'S MORE LIKE IT.
Serial Number:	77106488	THE HEIGHTS AT HARRAH'S
Serial Number:	77112801	THE LINQ
Serial Number:	77112761	THE LINQ
Serial Number:	77271836	THE LINQ
Serial Number:	77272294	THE LINQ
Serial Number:	77218179	THE WORLD SERIES OF POKER. ONE OF A KIND.
Serial Number:	76072652	THREE WISHES
Serial Number:	77339754	TOTAL CHOICE
Serial Number:	77176613	TOTAL CONCIERGE
Serial Number:	78934506	TOTAL REWARDS
Serial Number:	78924305	TOTAL REWARDS
Serial Number:	78924294	TOTAL REWARDS
Serial Number:	78703715	TOTAL REWARDS
Serial Number:	77144942	TOTAL REWARDS ACCESS
Serial Number:	77273471	TOTAL REWARDS GREAT GIFT WRAP UP
Serial Number:	77150423	TOTAL TRACK
Serial Number:	77242907	TOURNAMENT OF CHAMPIONS

TRADEMARK

REEL: 003719 FRAME: 0014

Serial Number:	78771958	TR
Serial Number:	77237485	VELVET
Serial Number:	77367424	VERDANT HILLS
Serial Number:	77249423	WHERE YOU WANT TO BE
Serial Number:	77192386	WORLD SERIES OF POKER
Serial Number:	77192399	WORLD SERIES OF POKER
Serial Number:	77192380	WORLD SERIES OF POKER
Serial Number:	78795228	WORLD SERIES OF POKER
Serial Number:	77276559	WORLD SERIES OF POKER
Serial Number:	77223943	WORLD SERIES OF POKER EUROPE
Serial Number:	77153714	WORLD SERIES OF POKER PLAYERS CHAMPIONSHIP
Serial Number:	78834185	WSO21
Serial Number:	78615434	WSOP
Serial Number:	78518286	WSOP
Serial Number:	78485005	WSOP
Serial Number:	77192338	WSOP
Serial Number:	77192360	WSOP
Serial Number:	77223842	WSOPE
Serial Number:	78477531	BINION'S
Serial Number:	78478312	BINION'S
Serial Number:	78477526	BINION'S HORSESHOE
Serial Number:	78478883	BINION'S HORSESHOE
Serial Number:	78382696	WORLD SERIES OF 21
Serial Number:	78382722	WORLD SERIES OF GAMING
Serial Number:	78353059	WORLD SERIES OF SLOTS

CORRESPONDENCE DATA

Fax Number: (202)756-9299
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 8002210770
Email: matthew.mayer@thomson.com
Correspondent Name: Corporation Service Company
Address Line 1: 1133 Avenue of the Americas
Address Line 2: Suite 3100
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:

CSC # 422206

NAME OF SUBMITTER:	Matthew Mayer
Signature:	/Matthew Mayer/
Date:	02/04/2008

Total Attachments: 23

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Trademark Collateral Agreement

Trademark Collateral Agreement, dated as of January 28, 2008, by HARRAH'S OPERATING COMPANY, INC. (and each Subsidiary Party signatory hereto (each, a "Pledgor"), in favor of BANK OF AMERICA, N.A., in its capacity as collateral agent pursuant to the Credit Agreement (in such capacity, the "Collateral Agent").

WITNESSETH:

WHEREAS, each Pledgor is party to a Collateral Agreement of even date herewith (as amended, amended and restated, supplemented or otherwise modified from time to time, the "Collateral Agreement") in favor of the Collateral Agent pursuant to which each Pledgor is required to execute and deliver this Trademark Collateral Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Collateral Agent, for the benefit of the Secured Parties, to enter into the Credit Agreement, each Pledgor hereby agrees with the Collateral Agent as follows:

SECTION 1. Defined Terms. Unless otherwise defined herein, terms defined in the Collateral Agreement and used herein have the meaning given to them in the Collateral Agreement.

SECTION 2. Grant of Security Interest in Collateral. Each Pledgor hereby pledges and grants to the Collateral Agent for the benefit of the Secured Parties a lien on and security interest in and to all of its right, title and interest in, to and under all the following Collateral of such Pledgor:

(a) Trademarks of each Pledgor listed on Schedule I attached hereto, *provided* that any "intent-to-use" Trademark which would be rendered invalid, unenforceable, or void by the grant of a security interest created pursuant to this Trademark Collateral Agreement is excluded from the foregoing security interests only for so long as the "intent-to-use" status of such Trademark continues;

(b) all goodwill associated with such Trademarks; and

(c) all proceeds of any and all of the foregoing.

SECTION 3. Collateral Agreement. The security interest granted pursuant to this Trademark Collateral Agreement is granted in conjunction with the security interest granted to the Collateral Agent pursuant to the Collateral Agreement and each Pledgor hereby acknowledges and affirms that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademarks made and granted hereby are more fully set forth in the Collateral Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Trademark Collateral Agreement is deemed to conflict with the Collateral Agreement, the provisions of the Collateral Agreement shall control unless the Collateral Agent shall otherwise determine.

SECTION 4. Termination. Upon the payment in full of the Obligations (other than contingent or unliquidated obligations or liabilities not then due and payable) and termination of the Collateral Agreement, the Administrative Agent shall execute, acknowledge, and deliver to each Pledgor an instrument in writing in recordable form releasing the collateral pledge, grant, assignment, lien and security interest in the Trademarks under this Trademark Collateral Agreement.

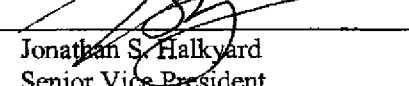
SECTION 5. Counterparts. This Trademark Collateral Agreement may be executed in any number of counterparts, all of which shall constitute one and the same instrument, and any party hereto may execute this Trademark Collateral Agreement by signing and delivering one or more counterparts.

SECTION 6. Governing Law. This Trademark Collateral Agreement and the rights and obligations of the Parties under this Trademark Collateral Agreement shall be construed in accordance with and governed by the law of the State of New York.

SECTION 7. Non-Assignment. Except to the extent expressly permitted in the Credit Agreement, each Pledgor agrees not to sell, license, exchange, assign or otherwise transfer or dispose of, or grant any rights with respect to, or mortgage or otherwise encumber, any of the Collateral referenced in Section 2 herein.

[signature page follows]

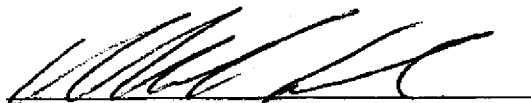
Harrah's Operating Company, Inc.

By: 
Name: Jonathan S. Halkyard
Title: Senior Vice President
CFO & Treasurer

[Signature Page to IP Security Agreement]

Caesars World, Inc.

By:



Name: Michael D. Cohen

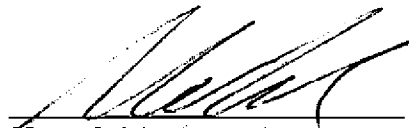
Title: Secretary

[Signature Page to IP Security Agreement]

TRADEMARK
REEL: 003719 FRAME: 0020

Harrah's License Company, LLC

By: Harrah's Operating Company, Inc.

By: 
Name: Michael D. Cohen
Title: Secretary

[Signature Page to IP Security Agreement]

TRADEMARK
REEL: 003719 FRAME: 0021

HHLV Management Company, LLC

By: Harrah's Operating Company, Inc.

By: 

Name: Michael D. Cohen
Title: Secretary

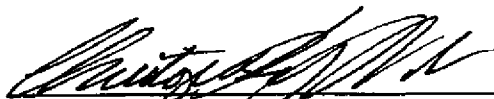
[Signature Page to IP Security Agreement]

TRADEMARK
REEL: 003719 FRAME: 0022

Accepted and Agreed:

BANK OF AMERICA, N.A.,
as Collateral Agent

By:



Name: Christopher Kelly Wall
Title: Principal

[Signature Page to Trademark Collateral Agreement]

TRADEMARK
REEL: 003719 FRAME: 0023

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT
TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

A. U.S. Registrations and Applications

Registrations:

OWNER	TRADEMARK	APP. NO.	APP. DATE	REG. NO.	REG. DATE
Caesar's World, Inc.	APLIAN WAY	73/208395	3/22/1979	1143658	12/16/80
Caesar's World, Inc.	BACCHANAL	72/380682	1/11/1971	931975	4/4/1972
Caesar's World, Inc.	BURNING OF ROME	78/485674	9/17/2004	3235826	5/1/2007
Caesar's World, Inc.	CAESARS	72/158560	12/5/1962	763255	1/14/1964
Caesar's World, Inc.	CAESARS	72/453396	4/3/1973	983525	5/7/1974
Caesar's World, Inc.	CAESARS	72/413086	1/19/1972	954684	3/6/1973
Caesar's World, Inc.	CAESARS	73/684985	9/18/1987	1527770	3/7/1989
Caesar's World, Inc.	CAESARS	74/629226	1/17/1995	1988107	7/23/1996
Caesar's World, Inc.	CAESARS (Stylized)	73/684986	9/18/1987	1527771	3/7/1989
Caesar's World, Inc.	CAESARS (Stylized)	72/453395	4/3/1973	1001363	1/7/1975
Caesar's World, Inc.	CAESARS (Stylized)	72/413085	1/19/1972	954637	3/6/1973
Caesar's World, Inc.	CAESARS ENTERTAINMENT	78/274378	7/15/2003	3021734	11/29/2005
Caesar's World, Inc.	Caesars Entertainment (& Design)	78/274995	7/16/2003	3058666	2/14/2006
Caesar's World, Inc.	CAESARS MAGICAL EMPIRE	76/203506	2/1/2001	2630525	10/8/2002
Caesar's World, Inc.	CAESARS MAN	73/712810	2/22/1988	1531549	3/28/1989
Caesar's World, Inc.	CAESARS MAN (& Design)	73/712811	2/22/1988	1538771	5/16/1989
Caesar's World, Inc.	CAESARS PALACE	78/490282	9/27/2004	3110398	6/27/2006
Caesar's World, Inc.	CAESARS PALACE	72/421350	4/14/1972	963656	7/10/1973
Caesar's World, Inc.	CAESARS PALACE	73/141287	9/15/1977	1091551	5/16/1978
Caesar's World, Inc.	CAESARS PALACE	72/410294	12/15/1971	963820	7/10/1973
Caesar's World, Inc.	CAESARS PALACE	72/300265	6/12/1968	907693	2/9/1971
Caesar's World, Inc.	CAESARS PALACE	72/415187	2/10/1972	951262	1/23/1973
Caesar's World, Inc.	CAESARS PALACE (Stylized)	72/410295	12/15/1971	1004058	2/4/1975
Caesar's World, Inc.	CAESARS PALACE (Stylized)	73/141327	9/15/1977	1090494	5/2/1978
Caesar's World, Inc.	CAESARS PALACE (Stylized)	72/421424	4/14/1972	968212	9/11/1973
Caesar's World, Inc.	CAESARS PALACE (Stylized)	78/490940	9/28/2004	3160198	10/17/2006

OWNER	TRADEMARK	APP.NO.	APP. DATE	REG.NO.	REG. DATE
Caesar's World, Inc.	CAESARS PALACE (Stylized)	73204775	2/23/1979	1158035	6/23/1981
Caesar's World, Inc.	CAESARS PALACE(Stylized)	72/300270	6/12/1968	907696	2/9/1971
Caesar's World, Inc.	CAESARS PALACE AT SEA	74/018257	1/11/1990	1663829	11/5/1991
Caesar's World, Inc.	CAESARS PALACE LASVEGAS - NEVADA (& Design)	73/225963	8/3/1979	1168663	9/8/1981
Caesar's World, Inc.	CAESARS TAHOE	73/278471	9/19/1980	1191413	3/2/1982
Caesar's World, Inc.	CAESARS TAHOE	73/278468	9/19/1980	1263220	1/3/1984
Caesar's World, Inc.	CAESARS TAHOE (Stylized)	73/278470	9/19/1980	1201555	7/13/1982
Caesar's World, Inc.	CAESARS TAHOE (Stylized)	73/278469	9/19/1980	1201511	7/13/1982
Caesar's World, Inc.	CAESARS TAHOE (Stylized)	73/297472	2/17/1981	1186958	1/19/1982
Caesar's World, Inc.	CAESARS WOMAN	73/712812	2/22/1988	1532553	4/4/1989
Caesar's World, Inc.	CAESARS WOMAN (Stylized)	73/712809	2/22/1988	1531548	3/28/1989
Caesar's World, Inc.	CAESARS WORLD	72/432162	8/9/1972	995419	10/8/1974
Caesar's World, Inc.	CHAMPAGNE TOWERS	73/764286	11/17/1988	1551437	8/8/1989
Caesar's World, Inc.	CHARIOT RUN	76/535651	8/8/2003	2868896	8/3/2004
Caesar's World, Inc.	CHARIOT RUN	76/535650	8/8/2003	2855799	6/22/2004
Caesar's World, Inc.	CIRCUS MAXIMUS	72/380684	1/11/1971	965251	7/31/1973
Caesar's World, Inc.	CLEOPATRA'S BARGE	72/446003	1/15/1973	979106	2/19/1974
Caesar's World, Inc.	CLEOPATRA'S BARGE	73/199688	1/11/1979	1138113	7/22/1980
Caesar's World, Inc.	Colosseum	76/417751	6/5/2002	3009896	11/1/2005
Caesar's World, Inc.	COLOSSEUM SLOTS	78/394898	4/1/2004	2975973	7/26/2005
Caesar's World, Inc.	CONQUER IT ALL.	78/507357	10/28/2004	3076028	4/4/2006
Caesar's World, Inc.	CYPRESS STREET MARKETPLACE	78/375280	2/27/2004	2999188	9/20/2005
Caesar's World, Inc.	EMPERORS CLUB	74/216577	10/28/1991	1743663	12/29/1992
Caesar's World, Inc.	EMPERORS EVERYDAY GIVEAWAY	74/315590	9/21/1992	1837096	5/17/1994
Caesar's World, Inc.	FERENTINA	74/491361	2/16/1994	2022361	12/10/1996
Caesar's World, Inc.	GALLERIA	72/380686	1/11/1971	945380	10/17/1972
Caesar's World, Inc.	GLORY OF ROME	78/445480	7/2/2004	3034766	12/27/2005
Caesar's World, Inc.	MISCELLANEOUS DESIGN	72/300268	6/12/1968	884317	1/13/1970
Caesar's World, Inc.	I, CAESAR	72/300267	6/12/1968	907694	2/9/1971
Caesar's World, Inc.	I, CAESAR	72/428165	6/23/1972	966734	8/21/1973
Caesar's World, Inc.	LA PIZZA	74/075870	7/6/1990	1649800	7/2/1991
Caesar's World, Inc.	LIVE FAMOUSLY.	76/542854	9/8/2003	2874051	8/17/2004

OWNER	TRADEMARK	APP.NO.	APP. DATE	REG.NO.	REG. DATE
Caesar's World, Inc.	Miscellaneous Design	73/213813	4/30/1979	1194868	5/4/1982
Caesar's World, Inc.	Miscellaneous Design	72/368458	8/19/1970	947706	11/21/1972
Caesar's World, Inc.	PALACE RESERVE	74/009201	12/8/1989	1644190	5/14/1991
Caesar's World, Inc.	Miscellaneous Design	78/963477	8/30/2006	3312633	10/16/2007
Caesar's World, Inc.	ROMAN PLAZA	78/472414	8/24/2004	3106029	6/20/2006
Caesar's World, Inc.	ROMAN RITUALS	78/488768	9/23/2004	3015592	11/15/2005
Caesar's World, Inc.	ROME CASINO	78/485663	9/17/2004	3060087	2/21/2006
Caesar's World, Inc.	SEAHORSE SLOTS	78/368074	2/13/2004	2968751	7/12/2005
Caesar's World, Inc.	SEAHORSE SLOTS	78/368067	2/13/2004	3024562	12/6/2005
Caesar's World, Inc.	SPANISH STEPS	73/207896	3/19/1979	1146922	2/10/1981
Caesar's World, Inc.	THE FORUM SHOPS	78/753702	11/14/2005	3249070	6/5/2007
Caesar's World, Inc.	The Forum Shops at Caesars	74/097973	9/17/1990	1829004	3/29/1994
Caesar's World, Inc.	THE OTHER TUNICA	78/381165	3/9/2004	2933243	3/15/2005
Caesar's World, Inc.	THE PALACE	73/136235	8/31/1977	1096310	7/11/1978
Caesar's World, Inc.	THE PALACE	81/128428	5/25/1978	1128428	12/25/1979
Caesar's World, Inc.	THE PALACE COURT	76/443613	8/26/2002	2707034	4/15/2003
Caesar's World, Inc.	THE PALACE COURT (Stylized)	73/132703	7/5/1977	1128000	12/18/1979
Caesar's World, Inc.	The Pier at Caesars	78/567836	2/15/2005	3178188	11/28/2006
Caesar's World, Inc.	TOGA TEDDY	73/778759	2/6/1989	1676542	2/25/1992
Harrah's License Company, LLC	"EVEN YOUR APPETITE WINS HERE."	78/787387	1/9/2006	3171511	11/14/2006
Harrah's License Company, LLC	"GO" (Stylized)	78/509792	11/2/2004	3065452	3/7/2006
Harrah's License Company, LLC	"If you're gambling we're gonna comp you."	78/787592	1/9/2006	3171513	11/14/2006
Harrah's License Company, LLC	"Make it right for the gambler."	78/787382	1/9/2006	3171510	11/14/2006
Harrah's License Company, LLC	"Nobody does more for the gambler."	78/798458	1/24/2006	3177129	11/28/2006
Harrah's License Company, LLC	"This is the Original Gambling Joint."	78/787353	1/9/2006	3171509	11/14/2006
Harrah's License Company, LLC	"We give gamblers what they want."	78/798397	1/24/2006	3177127	11/28/2006
Harrah's License Company, LLC	\$1 Million in the Bag	78/926951	7/11/2006	3239725	5/8/2007
Harrah's License Company, LLC	1-800-HARRAHS	75/242363	2/13/1997	2118116	12/2/1997
Harrah's License Company, LLC	A Whole New Breed of Casino	78/423834	5/24/2004	3020080	11/29/2005
Harrah's License Company, LLC	Ace's Diner	78/944004	8/3/2006	3242478	5/15/2007
Harrah's License Company, LLC	ALL SLOTS, ALL LOOSE, ALL THE TIME.	76/461566	10/24/2002	2771335	10/7/2003

OWNER	TRADEMARK	APP. NO.	APP. DATE	REG. NO.	REG. DATE
Harrah's License Company, LLC	Animations	74/107682	10/22/1990	1677163	2/25/1992
Harrah's License Company, LLC	As Vegas As Vegas Gets. (Stylized)	76/547638	9/29/2003	2934412	3/22/2005
Harrah's License Company, LLC	B	75/090602	4/18/1996	2164444	6/9/1998
Harrah's License Company, LLC	BALLY	74/155686	4/9/1991	1909427	8/1/1995
Harrah's License Company, LLC	BALLY	73/687446	10/2/1987	1552562	8/22/1989
Harrah's License Company, LLC	BALLY (Stylized)	74/063579	5/29/1990	1646697	6/4/1991
Harrah's License Company, LLC	BALLY (Stylized)	75/823120	10/14/1999	2377709	8/15/2000
Harrah's License Company, LLC	BALLY (Stylized)	73/024101	6/13/1974	1012119	6/3/1975
Harrah's License Company, LLC	BALLY (Stylized)	71/532200	8/23/1947	0505218	12/28/1948
Harrah's License Company, LLC	BALLY GAMING	74/282077	6/4/1992	1820490	2/8/1994
Harrah's License Company, LLC	BALLY'S	73/666822	6/15/1987	1523910	2/7/1989
Harrah's License Company, LLC	BALLY'S	73/666811	6/12/1987	1515843	12/6/1988
Harrah's License Company, LLC	BALLY'S	73/809446	6/27/1989	1581959	2/6/1990
Harrah's License Company, LLC	BALLY'S SALOON & GAMBLING HALL (& Design)	74/538625	6/16/1994	1955699	2/13/1996
Harrah's License Company, LLC	BALLY'S GRAND	73/697657	11/25/1987	1533712	4/4/1989
Harrah's License Company, LLC	BALLY'S GRAND	73/697660	11/25/1987	1543909	6/13/1989
Harrah's License Company, LLC	BALLY'S SALOON-GAMBLING HALL-HOTEL	74/711619	8/7/1995	2048291	3/25/1997
Harrah's License Company, LLC	Bambu	78/703992	8/31/2005	3135595	8/29/2006
Harrah's License Company, LLC	BE INSPIRED	78/366079	2/11/2004	2974511	7/19/2005
Harrah's License Company, LLC	Beat the House	78/242820	4/29/2003	3117854	7/18/2006
Harrah's License Company, LLC	Because more is Better	78/233132	4/2/2003	2819968	3/2/2004
Harrah's License Company, LLC	Beef Barron	78/660725	6/29/2005	3106584	6/20/2006
Harrah's License Company, LLC	Bellissimo	77/032971	10/31/2006	3246044	5/29/2007
Harrah's License Company, LLC	Bevertainer	78/217653	2/21/2003	2849732	6/1/2004
Harrah's License Company, LLC	Bevertainment	78/217642	2/21/2003	3077332	4/4/2006
Harrah's License Company, LLC	BG (& Design)	73/697659	11/25/1987	1498142	7/26/1988
Harrah's License Company, LLC	BIG BUCKS	74/227176	12/4/1991	1847026	7/26/1994
Harrah's License Company, LLC	Bigger Value. Better Time.	76/376401	3/1/2002	2666369	12/24/2002
Harrah's License Company, LLC	Bill's	73/746130	8/15/1988	1530198	3/14/1989
Harrah's License Company, LLC	Bill's Lake Tahoe Casino (& Design)	73/746278	8/15/1988	1533685	4/4/1989
Harrah's License Company, LLC	Bill's Gambler's Hall & Saloon (& Design)	77/074520	1/2/2007	3316023	10/23/2007

OWNER	TRADEMARK	APP.NO.	APP. DATE	REG.NO.	REG. DATE
Harrah's License Company, LLC	Bluesville (& Design)	75/182186	10/15/1996	2148837	4/7/1998
Harrah's License Company, LLC	Bluffs Run	76/123859	9/16/2000	2558256	4/9/2002
Harrah's License Company, LLC	Boost	78/842377	3/21/2006	3216589	3/6/2007
Harrah's License Company, LLC	Buzios	74/442023	9/29/1993	2085147	8/5/1997
Harrah's License Company, LLC	Cafe Andreotti	75/646182	2/19/1999	2335359	3/28/2000
Harrah's License Company, LLC	Cafe Sonoma	75/366143	10/1/1997	2312618	1/25/2000
Harrah's License Company, LLC	Cafe Sonoma (& Design)	75/514389	7/6/1998	2323248	2/29/2000
Harrah's License Company, LLC	CANDYMANIA	74/636158	2/21/1995	2007114	10/8/1996
Harrah's License Company, LLC	Carnival World Buffet	74/401180	6/14/1993	1827883	3/22/1994
Harrah's License Company, LLC	Carvings	78/732311	10/13/2005	3141982	9/12/2006
Harrah's License Company, LLC	CASCATA	75/712526	5/24/1999	2498816	10/16/2001
Harrah's License Company, LLC	CASCATA	75/712527	5/24/1999	2565667	4/30/2002
Harrah's License Company, LLC	Cash Scratch Fever	78/289472	8/18/2003	2869743	8/3/2004
Harrah's License Company, LLC	CASINO ROW	78/366812	2/12/2004	2994544	9/13/2005
Harrah's License Company, LLC	C'EST SI BON	75/728104	6/14/1999	2407315	11/21/2000
Harrah's License Company, LLC	CHAMPAGNE SLOTS	78/457601	7/27/2004	3020236	11/29/2005
Harrah's License Company, LLC	CITY LITES	73/337024	11/13/1981	1243194	6/21/1983
Harrah's License Company, LLC	CLARIDGE	74/394152	5/24/1993	1842112	6/28/1994
Harrah's License Company, LLC	Club Cappuccino	75/009005	10/23/1995	2020589	12/3/1996
Harrah's License Company, LLC	Club Cappuccino (& Design)	76/319394	10/1/2001	2731316	7/1/2003
Harrah's License Company, LLC	Club Rio (& Design)	75/743583	7/2/1999	2345553	4/25/2000
Harrah's License Company, LLC	COYOTE KATE'S SLOT PARLOR	76/067657	6/9/2000	2523523	12/25/2001
Harrah's License Company, LLC	Directbet	76/539461	8/11/2003	2949255	5/10/2005
Harrah's License Company, LLC	ETotal Rewards	78/157406	8/23/2002	2814216	2/10/2004
Harrah's License Company, LLC	Exotic, Uninhibited. Fun.	76/438775	8/6/2002	2709302	4/22/2003
Harrah's License Company, LLC	Express Play	78/154762	8/15/2002	3323794	10/30/2007
Harrah's License Company, LLC	Fantasia Reef	75/086992	4/8/1996	2070875	6/10/1997
Harrah's License Company, LLC	Fast Cash	78/154778	8/15/2002	2880289	8/31/2004
Harrah's License Company, LLC	Fast Cash	78/154780	8/15/2002	2863641	7/13/2004
Harrah's License Company, LLC	Fast Change (& Design)	74/302116	8/7/1992	1765015	4/13/1993
Harrah's License Company, LLC	Fiore	74/671533	5/5/1995	1964224	3/26/1996
Harrah's License Company, LLC	FLAMINGO	74/636612	2/21/1995	1948975	1/16/1996
Harrah's License Company, LLC	FLAMINGO (Stylized)	76/229990	3/22/2001	2517267	12/11/2001

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Harrah's License Company, LLC	FLAMINGO (Stylized)	76/229989	3/22/2001	2517266	12/11/2001
Harrah's License Company, LLC	MISCELLANEOUS DESIGN	75/769538	8/6/1999	2350265	5/16/2000
Harrah's License Company, LLC	FLAMINGO LAS VEGAS	76/006766	3/22/2000	2516588	12/11/2001
Harrah's License Company, LLC	FLAMINGO LAS VEGAS	76/006767	3/22/2000	2514373	12/4/2001
Harrah's License Company, LLC	Food as Exciting as our Gambling	78/787599	1/9/2006	3171514	11/14/2006
Harrah's License Company, LLC	Four Winds	76/464872	11/6/2002	2829389	4/6/2004
Harrah's License Company, LLC	Four Winds (& Design)	76/464866	11/6/2002	2829388	4/6/2004
Harrah's License Company, LLC	Fresh Market Square Buffet	78/167332	9/24/2002	2742085	7/29/2003
Harrah's License Company, LLC	FRUIT BASKET BUFFET (& Design)	74/388553	5/11/1993	1820290	2/8/1994
Harrah's License Company, LLC	GARDEN OF THE DRAGON	74/163995	5/6/1991	1702280	7/21/1992
Harrah's License Company, LLC	Genie (& Design)	75/000570	10/2/1995	1990167	7/30/1996
Harrah's License Company, LLC	Gift Horse	74/542128	6/24/1994	1943260	12/19/1995
Harrah's License Company, LLC	GIGI PARIS	78/381582	3/10/2004	3026776	12/13/2005
Harrah's License Company, LLC	Go Wild	78/911523	6/19/2006	3213527	2/27/2007
Harrah's License Company, LLC	GRAND CASINO	76/326837	10/16/2001	2666019	12/24/2002
Harrah's License Company, LLC	GRAND CASINO (& Design)	75/381758	10/30/1997	2297356	12/7/1999
Harrah's License Company, LLC	GRAND CASINO BILOXI (& Design)	74/527169	5/17/1994	2026263	12/31/1996
Harrah's License Company, LLC	GRAND CASINO KIDS QUEST	74/275431	5/14/1992	1805598	11/16/1993
Harrah's License Company, LLC	GRAND CASINO TUNICA MISSISSIPPI (& Design)	75/061670	2/9/1996	2138187	2/24/1998
Harrah's License Company, LLC	GRAND CASINOS, INC. (& Design)	74/253205	3/9/1992	1735194	11/24/1992
Harrah's License Company, LLC	H (& Design)	75/295680	5/21/1997	2141139	3/3/1998
Harrah's License Company, LLC	Harrah's	73/101437	9/29/1976	1067887	6/16/1977
Harrah's License Company, LLC	Harrah's	78/971741	9/11/2006	3268351	7/24/2007
Harrah's License Company, LLC	Harrah's	77/063135	12/13/2006	3285300	8/28/2007
Harrah's License Company, LLC	Harrah's	74/257775	3/23/1992	1831759	4/19/1994
Harrah's License Company, LLC	Harrah's	73/310979	5/18/1981	1237716	5/10/1983
Harrah's License Company, LLC	Harrah's (& Design)	78/249083	5/13/2003	2843123	5/18/2004
Harrah's License Company, LLC	Harrah's (& Design)	74/615040	12/27/1994	1937292	11/21/1995
Harrah's License Company, LLC	Harrah's (& Design)	74/514836	4/21/1994	1957088	2/20/1996
Harrah's License Company, LLC	Harrah's (& Design)	74/514951	4/21/1994	1946083	1/2/1996
Harrah's License Company, LLC	Harrah's 500 (& Design)	76/322497	10/9/2001	2628095	10/1/2002
Harrah's License Company, LLC	Harrah's Casino	75/356576	9/15/1997	2176952	7/28/1998

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Harrah's License Company, LLC	Harrah's Constellation Awards	75/148973	8/12/1996	2057597	4/29/1997
Harrah's License Company, LLC	Harrah's Del Rio	73/749715	9/2/1988	1557294	9/19/1989
Harrah's License Company, LLC	Harrah's (& Design)	73/419568	4/1/1983	1297101	9/18/1984
Harrah's License Company, LLC	Harrah's (Stylized)	73/419756	4/1/1983	1295055	9/11/1984
Harrah's License Company, LLC	Harrah's Lucky Break (& Design)	77/132414	3/15/2007	3351300	12/11/2007
Harrah's License Company, LLC	Harrah's Passport	75/478478	5/4/1998	2249650	6/1/1999
Harrah's License Company, LLC	Harrah's Three Wishes	76/247550	4/27/2001		
Harrah's License Company, LLC	Harrah's Winning Together	78/510174	11/2/2004	3032149	12/20/2005
Harrah's License Company, LLC	Harrah's.com	75/383697	11/3/1997	2268340	8/10/1999
Harrah's License Company, LLC	Harveys	74/483631	1/28/1994	2026250	12/31/1996
Harrah's License Company, LLC	Harveys (& Design)	74/483632	1/28/1994	2038045	2/18/1997
Harrah's License Company, LLC	Harveys (& Design)	78/821394	2/23/2006	3154177	10/10/2006
Harrah's License Company, LLC	Haveys Casino Hotel You Can Have it All	75/295646	5/21/1997	2240209	4/20/1999
Harrah's License Company, LLC	Harveys, A Natural Advantage	76/241350	4/16/2001	2618933	9/10/2002
Harrah's License Company, LLC	Hidden Jackpots!	78/567376	2/15/2005	3055169	1/31/2006
Harrah's License Company, LLC	Home of Best Odds & Highest Limits	75/126308	6/27/1996	2083671	7/29/1997
Harrah's License Company, LLC	Home of the Best Odds, Highest Limits & Biggest Jackpots	76/424606	6/21/2002	2726864	6/17/2003
Harrah's License Company, LLC	Home of the Loosest Slots & Biggest Jackpots	75/126318	6/27/1996	2099063	9/23/1997
Harrah's License Company, LLC	Horseshoe's Bike Nite	76/408749	5/15/2002	2704324	4/8/2003
Harrah's License Company, LLC	Horseshoe	74/431062	8/31/1993	1839764	6/14/1994
Harrah's License Company, LLC	Horseshoe	74/430595	8/31/1993	1839688	6/14/1994
Harrah's License Company, LLC	Horseshoe	75/736249	6/23/1999	2370824	7/25/2000
Harrah's License Company, LLC	Horseshoe (& Design)	76/160719	11/7/2000	2567003	5/7/2002
Harrah's License Company, LLC	Horseshoe's Bike Nite (& Design)	76/408574	5/15/2002	2704322	4/8/2003
Harrah's License Company, LLC	Inner Circle	75/358121	9/16/1997	2360571	6/20/2000
Harrah's License Company, LLC	Ipanema Girls	74/021847	1/23/1990	1697110	6/23/1992
Harrah's License Company, LLC	Island Terrace	75/414973	1/7/1998	2344420	4/25/2000
Harrah's License Company, LLC	Island Terrace (& Design)	75/414966	1/7/1998	2432522	3/6/2001
Harrah's License Company, LLC	It's all about the Gambler.	78/787328	1/9/2006	3171508	11/14/2006
Harrah's License Company, LLC	It's All About You	78/233160	4/2/2003	3089381	5/9/2006
Harrah's License Company, LLC	IT'S ALL GRAND.	78/765035	12/1/2005	3162505	10/24/2006

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Harrah's License Company, LLC	It's Not Just a Game, It's The Law	74/669228	5/2/1995	1958131	2/20/1996
Harrah's License Company, LLC	JACQUES	78/379402	3/5/2004	2934998	3/22/2005
Harrah's License Company, LLC	Janelas Restaurant & Bar (& Design)	78/706472	9/2/2005	3126836	8/8/2006
Harrah's License Company, LLC	Just One More Reason to Love New Orleans	75/705688	5/14/1999	2427528	2/6/2001
Harrah's License Company, LLC	Ka-Ching	75/027805	12/5/1995	2184430	8/25/1998
Harrah's License Company, LLC	Know When to Stop Before You Start	74/555770	8/1/1994	1915702	8/29/1995
Harrah's License Company, LLC	Lake Front Hotel Lake Charles	78/853879	4/4/2006	3215433	3/6/2007
Harrah's License Company, LLC	Lake Tahoe's Big Chill	78/220742	3/3/2003	2810666	2/3/2004
Harrah's License Company, LLC	Las Vegas Excitement Louisiana Style	75/009695	10/18/1995	2045583	3/18/1997
Harrah's License Company, LLC	LB'S GRILL	74/537588	6/14/1994	1943593	12/26/1995
Harrah's License Company, LLC	Legends are Made One Hand at a Time	78/567458	2/15/2005	3057640	2/7/2006
Harrah's License Company, LLC	LIGHTNING QUARTERS	74/332483	11/18/1992	1801151	10/26/1993
Harrah's License Company, LLC	LOOSE SLOT LOUIE	76/461565	10/24/2002	2986756	8/23/2005
Harrah's License Company, LLC	LOS TRES HOMBRES CANTINA	75/196667	11/11/1996	2159687	5/19/1998
Harrah's License Company, LLC	Louisiana Bread Company (& Design)	78/369337	2/17/2004	3001127	9/27/2005
Harrah's License Company, LLC	Louisiana Downs	78/197284	12/23/2002	2874317	8/17/2004
Harrah's License Company, LLC	MISCELLANEOUS DESIGN	78/199756	1/3/2003	2791383	12/9/2003
Harrah's License Company, LLC	Loyalty Has Its Rewards.	76/001776	3/17/2000	2673637	1/14/2003
Harrah's License Company, LLC	MARKET PLACE BUFFET	74/527170	5/17/1994	1922653	9/26/1995
Harrah's License Company, LLC	Masquerade & Design	78/647537	6/6/2005	3282446	8/21/2007
Harrah's License Company, LLC	Mid-America Poker Classic	75/767529	8/4/1999	2635950	10/15/2002
Harrah's License Company, LLC	Midwest Regional Poker Championships (& Design)	78/877197	5/5/2006	3227526	4/10/2007
Harrah's License Company, LLC	MILLION DOLLAR BLACKJACK TOURNAMENT (& Design)	76/534970	8/6/2003	2883870	9/14/2004
Harrah's License Company, LLC	Million Dollar Rewards (& Design)	77/064706	12/14/2006	3301028	10/2/2007
Harrah's License Company, LLC	Millionaire Maker	74/700888	7/13/1995	1979770	6/11/1996
Harrah's License Company, LLC	Millionaire Millennium Moment	75/674375	4/5/1999	2532261	2/5/2002
Harrah's License Company, LLC	Miss Rio	78/159715	8/30/2002	3012833	11/8/2005
Harrah's License Company, LLC	More (Stylized)	78/290896	8/22/2003	3039952	1/10/2006
Harrah's License Company, LLC	More Options. More Choices. More Control	78/233159	4/2/2003	2899472	11/2/2004
Harrah's License Company, LLC	More Valuable Than Gold	75/356229	9/12/1997	2175175	7/21/1998

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Harrah's License Company, LLC	More Winners, More Fun, The Party's Just Begun!	78/182650	11/7/2002	2827845	3/30/2004
Harrah's License Company, LLC	Mr. Ming's	74/395750	5/26/1993	1835833	5/10/1994
Harrah's License Company, LLC	MVP	73/792991	4/13/1989	1572506	12/19/1989
Harrah's License Company, LLC	National Championship of Slots	74/710130	8/2/1995	2018498	11/19/1996
Harrah's License Company, LLC	N'awlins Louisiana Cuisine (& Design)	78/601696	4/5/2005	3081041	4/11/2006
Harrah's License Company, LLC	NEVER EVER CRAPS	75/719563	6/2/1999	2590230	7/9/2002
Harrah's License Company, LLC	Nobody Books a Bigger Bet	78/795020	1/19/2006	3177082	11/28/2006
Harrah's License Company, LLC	NYC SHELL GAME	75/854144	11/19/1999	2942300	4/19/2005
Harrah's License Company, LLC	Oh Yeah!	78/084968	9/21/2001	2719370	5/27/2003
Harrah's License Company, LLC	Operation Bet Smart	74/406592	6/28/1993	1855402	9/20/1994
Harrah's License Company, LLC	O'SHEAS CASINO (& Design)	74/163977	5/6/1991	1692034	6/9/1992
Harrah's License Company, LLC	PARIS	74/653425	3/29/1995	2475977	8/7/2001
Harrah's License Company, LLC	PARIS	77/074187	1/2/2007	3355033	12/18/2007
Harrah's License Company, LLC	Paris (& Design)	77/070558	12/22/2006	3361414	1/1/2008
Harrah's License Company, LLC	PARIS (Stylized)	74/703331	7/18/1995	2527696	1/8/2002
Harrah's License Company, LLC	PARIS LAS VEGAS (& Design)	78/319907	10/28/2003	2914614	12/28/2004
Harrah's License Company, LLC	PARIS LAS VEGAS (& Design)	78/320257	10/29/2003	2914615	12/28/2004
Harrah's License Company, LLC	PARIS LAS VEGAS (& Design)	75/622575	1/14/1999	2432163	2/27/2001
Harrah's License Company, LLC	PARIS LAS VEGAS (& Design)	78/320459	10/29/2003	3198006	1/16/2007
Harrah's License Company, LLC	PARIS LAS VEGAS (& Design)	78/319595	10/28/2003	2914612	12/28/2004
Harrah's License Company, LLC	PARIS LAS VEGAS (& Design)	78/319829	10/28/2003	3190882	1/2/2007
Harrah's License Company, LLC	PARK PLACE	73/255431	3/25/1980	1353936	8/13/1985
Harrah's License Company, LLC	PARK PLACE	73/226013	8/3/1979	1173550	10/13/1981
Harrah's License Company, LLC	PARK PLACE (& Design)	73/255358	3/24/1980	1219913	12/14/1982
Harrah's License Company, LLC	PARK PLACE ENTERTAINMENT	76/440440	8/14/2002	2758477	9/2/2003
Harrah's License Company, LLC	PARK PLACE ENTERTAINMENT	76/440439	8/14/2002	2758476	9/2/2003
Harrah's License Company, LLC	PAY DAY!	76/252043	5/4/2001	2831194	4/13/2004
Harrah's License Company, LLC	PENNY VILLE	78/439241	6/22/2004	2985522	8/16/2005
Harrah's License Company, LLC	PINK GINGER	76/560742	11/17/2003	2986903	8/23/2005
Harrah's License Company, LLC	PLAY \$100 ON US!	78/771669	12/12/2005	3154110	10/10/2006
Harrah's License Company, LLC	Play It Now, Play It First.	78/089978	10/24/2001	2582459	6/18/2002
Harrah's License Company, LLC	Play Like the Big Dogs	78/750151	11/9/2005	3232684	4/24/2007

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OWNER	TRADEMARK	APP. NO.	APP. DATE	REG. NO.	REG. DATE
Harrah's License Company, LLC	Play the Waves	78/213245	2/1/2003	2913850	12/21/2004
Harrah's License Company, LLC	Play, Earn and Cash In	78/204603	1/17/2003	2774258	10/14/2003
Harrah's License Company, LLC	Playrio.com	75/742469	7/2/1999	2459105	6/12/2001
Harrah's License Company, LLC	Pony Express (& Design)	73/804548	6/5/1989	1578228	1/16/1990
Harrah's License Company, LLC	Project 21	75/152041	8/19/1996	2087604	8/12/1997
Harrah's License Company, LLC	Support Project 21 (& Design)	74/044558	4/2/1990	1634559	2/5/1991
Harrah's License Company, LLC	Pushing the Limits of High Limits	78/794769	1/19/2006	3171591	11/14/2006
Harrah's License Company, LLC	Qua	78/979247	6/30/2006	3358124	12/18/2007
Harrah's License Company, LLC	Qua Baths & Spa	78/979248	6/30/2006	3358125	12/18/2007
Harrah's License Company, LLC	Quick Rewards (Stylized)	78/294160	8/29/2003	2871846	8/10/2004
Harrah's License Company, LLC	Racino	76/397087	4/15/2002	2686230	2/11/2003
Harrah's License Company, LLC	RAPID FIRE	78/388967	3/23/2004	2933371	3/15/2005
Harrah's License Company, LLC	REAL LIVE LAS VEGAS.	75/630709	1/29/1999	2399183	10/31/2000
Harrah's License Company, LLC	Reel Action Slot Challenge	75/301393	7/2/1997	2153855	4/28/1998
Harrah's License Company, LLC	Reel Rewards	78/095058	11/26/2001	2776841	10/21/2003
Harrah's License Company, LLC	Reel Rewards	76/358694	1/15/2002	2708798	4/22/2003
Harrah's License Company, LLC	Responsible Gaming is our Business	78/705476	9/1/2005	3126815	8/8/2006
Harrah's License Company, LLC	Reward Credits	76/505451	3/31/2003	2847337	6/1/2004
Harrah's License Company, LLC	Rio	74/442025	9/29/1993	1997791	9/3/1996
Harrah's License Company, LLC	Rio	74/442024	9/29/1993	1845968	7/19/1994
Harrah's License Company, LLC	Rio (& Design)	74/442012	9/29/1993	1908880	8/1/1995
Harrah's License Company, LLC	Rio (& Design)	74/442018	9/29/1993	1984925	7/9/1996
Harrah's License Company, LLC	Rio (Stylized)	74/442021	9/29/1993	1845967	7/19/1994
Harrah's License Company, LLC	Rio (Stylized)	74/442020	9/29/1993	1997790	9/3/1996
Harrah's License Company, LLC	Rio All-Suite Casino Resort Las Vegas	75/732712	6/21/1999	2739406	7/22/2003
Harrah's License Company, LLC	Rio All-Suite Casino Resort Las Vegas	75/732713	6/21/1999	2739407	7/22/2003
Harrah's License Company, LLC	Rio Java (& Design)	76/352432	12/26/2001	2715239	5/13/2003
Harrah's License Company, LLC	Rio Las Vegas	74/442016	9/29/1993	2207791	12/8/1998
Harrah's License Company, LLC	Rio Las Vegas	74/442017	9/29/1993	2053740	4/22/1997
Harrah's License Company, LLC	Rio Las Vegas (Stylized)	74/442022	9/29/1993	2221028	2/2/1999
Harrah's License Company, LLC	Rio Las Vegas (Stylized)	74/442019	9/29/1993	2207792	12/8/1998
Harrah's License Company, LLC	Rio Rita	74/330889	11/13/1992	1793006	9/14/1993
Harrah's License Company, LLC	Rio Rita's	74/227113	12/4/1991	1714332	9/8/1992

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Harrah's License Company, LLC	Rio Secco Golf Club	75/370303	10/8/1997	2223924	2/16/1999
Harrah's License Company, LLC	Rio Suite Hotel & Casino (& Design)	74/021711	1/23/1990	1757490	3/9/1993
Harrah's License Company, LLC	Royal Order	78/411328	4/30/2004	3042752	1/10/2006
Harrah's License Company, LLC	SEAHORSE	78/368060	2/13/2004	2961555	6/7/2005
Harrah's License Company, LLC	Set Sail	77/105097	2/12/2007	3333896	11/13/2007
Harrah's License Company, LLC	Seven Sisters	76/345569	12/6/2001	2682979	2/4/2003
Harrah's License Company, LLC	Seven Stars	77/063406	12/13/2006	3293190	9/18/2007
Harrah's License Company, LLC	Seven Stars (Stylized)	77/063431	12/13/2006	3293192	9/18/2007
Harrah's License Company, LLC	Seven Stars Club	78/389437	3/23/2004	2951635	5/17/2005
Harrah's License Company, LLC	Sheet	78/957904	8/22/2006	3245005	5/22/2007
Harrah's License Company, LLC	SHOW & TELL BLACKJACK (Stylized)	75/688962	4/23/1999	2565638	4/30/2002
Harrah's License Company, LLC	Showboat	73/098380	8/31/1976	1078615	11/29/1977
Harrah's License Company, LLC	Showboat (& Design)	74/104647	10/10/1990	1658559	9/24/1991
Harrah's License Company, LLC	Showboat (& Design)	73/504079	10/16/1984	1336012	5/14/1985
Harrah's License Company, LLC	Showboat (& Design)	76/408501	5/13/2002	2868364	8/3/2004
Harrah's License Company, LLC	Showboat (Stylized)	74/104648	10/10/1990	1666140	11/26/1991
Harrah's License Company, LLC	Slot Finder	78/972510	9/12/2006	3263858	7/10/2007
Harrah's License Company, LLC	Sneaky Queens	74/330885	11/13/1992	1779291	6/29/1993
Harrah's License Company, LLC	Spotlight on Success	75/569397	10/13/1998	2287994	10/19/1999
Harrah's License Company, LLC	Star Casino	74/660414	4/13/1995	1972723	5/7/1996
Harrah's License Company, LLC	Stay Classic	78/972030	9/12/2006	3213554	2/27/2007
Harrah's License Company, LLC	Stay Classic	78/922868	7/5/2006	3213545	2/27/2007
Harrah's License Company, LLC	Stay, Play and Party	78/325330	11/10/2003	2899954	11/2/2004
Harrah's License Company, LLC	Stir (& Design)	78/711531	9/13/2005	3198307	1/16/2007
Harrah's License Company, LLC	Super Derby	78/199798	1/3/2003	2788933	12/2/2003
Harrah's License Company, LLC	SUPERBOOK	73/664871	6/5/1987	1519150	1/3/1989
Harrah's License Company, LLC	The Art of Gaming	75/110634	5/28/1996	2140086	3/3/1998
Harrah's License Company, LLC	The Better People	73/699145	12/7/1987	1502650	8/30/1988
Harrah's License Company, LLC	The Friendliest Folks on the River	74/570575	5/7/1994	2004892	10/1/1996
Harrah's License Company, LLC	The Friendliest Folks on the River	74/570663	5/7/1994	2004893	10/1/1996
Harrah's License Company, LLC	The More You Play The More We Pay	76/069035	6/12/2000	2628987	10/1/2002
Harrah's License Company, LLC	The Party's at Harveys	74/484989	1/28/1994	1878054	2/7/1995

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OWNER	TRADEMARK	APP.NO.	APP. DATE	REG.NO.	REG. DATE
Harrah's License Company, LLC	The Premier Name in Casino Entertainment	74/406593	6/28/1993	1928930	10/24/1995
Harrah's License Company, LLC	THE RACE & SPORTS BOOK BALLY'S LAS VEGAS (& Design)	75/927539	2/25/2000	2438409	3/27/2001
Harrah's License Company, LLC	The Range	74/701587	7/17/1995	2011189	10/22/1996
Harrah's License Company, LLC	The Seafood Legends Are Made Of.	78/602291	4/5/2005	3071118	3/21/2006
Harrah's License Company, LLC	The Ship on the Strip	73/749179	9/2/1988	1536880	4/25/1989
Harrah's License Company, LLC	The Summit	73/040279	12/23/1974	1019015	8/26/1975
Harrah's License Company, LLC	The Summit (& Design)	73/040278	12/23/1974	1020121	9/9/1975
Harrah's License Company, LLC	The Top of the Boardwalk	74/104649	10/10/1990	1658560	9/24/1991
Harrah's License Company, LLC	The Ultimate Gambling Experience	78/795483	1/20/2006	3180709	12/5/2006
Harrah's License Company, LLC	The Wild, Wild West Casino at Bally's	75/103167	5/13/1996	2956370	5/31/2005
Harrah's License Company, LLC	The Will To Do Wonders	77/157849	4/16/2007	3317049	10/23/2007
Harrah's License Company, LLC	The World's Greatest Entertainers Appear at Harrah's	72/285494	11/24/1967	869840	5/20/1969
Harrah's License Company, LLC	Toga	78/710925	9/12/2005	3214994	3/6/2007
Harrah's License Company, LLC	Total Diamond	75/702370	5/10/1999	2396572	9/12/2000
Harrah's License Company, LLC	Total Gold	75/199563	11/18/1996	2131383	1/20/1998
Harrah's License Company, LLC	Total Platinum	75/701823	5/10/1999	2466390	7/3/2001
Harrah's License Company, LLC	Total Rewards	78/225661	3/14/2003	2830063	4/6/2004
Harrah's License Company, LLC	Total Rewards	75/421336	1/22/1998	2209160	12/8/1998
Harrah's License Company, LLC	Total Rewards	75/941224	3/10/2000	2476727	8/7/2001
Harrah's License Company, LLC	Total Rewards	78/893899	5/26/2006	3213494	2/27/2007
Harrah's License Company, LLC	Total Rewards Treasure Hunt (& Design)	78/085189	9/24/2001	2621521	9/17/2002
Harrah's License Company, LLC	Total Touch	77/150003	4/5/2007	3323748	10/30/2007
Harrah's License Company, LLC	MISCELLANEOUS DESIGN	73/254980	3/24/1980	1224155	1/18/1983
Harrah's License Company, LLC	Try Our Brand of Fun	74/691215	6/20/1995	1970151	4/23/1996
Harrah's License Company, LLC	Tuesday Night Supper Club (& Design)	77/134008	3/19/2007	3351322	12/11/2007
Harrah's License Company, LLC	Ultimate Flair Bartending Championship (& Design)	78/926449	7/11/2006	3288158	9/4/2007
Harrah's License Company, LLC	Verdant Hills	78/787272	1/9/2006	3226009	4/3/2007
Harrah's License Company, LLC	VIALE (& Design)	78/473865	8/26/2004	3057343	2/7/2006
Harrah's License Company, LLC	Village Square	75/366182	10/1/1997	2221012	1/26/1999

OWNER	TRADEMARK	APP.NO.	APP. DATE	REG.NO.	REG. DATE
Harrah's License Company, LLC	Voodoo	78/873728	5/1/2006	3158834	10/17/2006
Harrah's License Company, LLC	Voodoo Cafe & Lounge (& Design)	78/392786	3/29/2004	3067474	3/14/2006
Harrah's License Company, LLC	We Care. We Card.	75/668003	3/26/1999	2321770	2/22/2000
Harrah's License Company, LLC	We know what gamblers want.	78/795000	1/19/2006	3177080	11/28/2006
Harrah's License Company, LLC	Where Legends are Made and Millions are Paid	74/712176	8/7/1995	1978543	6/4/1996
Harrah's License Company, LLC	Where Loyalty Pays	76/315921	9/24/2001	2576149	6/4/2002
Harrah's License Company, LLC	Where Millions are Played and Legends are Made	75/022418	11/20/1995	2178896	8/4/1998
Harrah's License Company, LLC	Where the World Goes to Play	74/672635	5/11/1995	2091782	8/26/1997
Harrah's License Company, LLC	Where Will You Play	78/882840	5/12/2006	3213421	2/27/2007
Harrah's License Company, LLC	Wild, Wild West Casino	75/106946	5/13/1996	2837537	5/4/2004
Harrah's License Company, LLC	William Fisk's Seafood Company	74/078846	7/16/1990	1670914	12/31/1991
Harrah's License Company, LLC	WINet	75/148194	8/12/1996	2170168	6/30/1998
Harrah's License Company, LLC	Winfinder!	78/455595	7/23/2004	3023356	12/6/2005
Harrah's License Company, LLC	Winning Streak (& Design)	74/336717	12/4/1992	1787225	8/10/1993
Harrah's License Company, LLC	Winning Will Find You	78/432194	6/9/2004	2983321	8/9/2005
Harrah's License Company, LLC	World Series of Poker	75/115237	6/6/1996	2119064	12/9/1997
Harrah's License Company, LLC	World Series of Poker	78/518270	11/17/2004	3250424	6/12/2007
Harrah's License Company, LLC	World Series of Poker	77/131214	3/14/2007	3347380	12/4/2007
Harrah's License Company, LLC	World Series of Poker	78/485011	9/16/2004	3150504	10/3/2006
Harrah's License Company, LLC	World Series of Poker	73/018716	4/12/1974	1025395	11/18/1975
Harrah's License Company, LLC	World Series of Poker	78/897067	5/31/2006	3292249	9/11/2007
Harrah's License Company, LLC	World Series of Poker (& Design)	78/455538	7/23/2004	3290269	9/11/2007
Harrah's License Company, LLC	World Series of Poker (& Design)	78/455579	7/23/2004	3154905	10/10/2006
Harrah's License Company, LLC	World Series of Poker Tournament of Champions	78/467460	8/13/2004	3053714	1/31/2006
Harrah's License Company, LLC	WSOP	78/897086	5/31/2006	3292250	9/11/2007
Harrah's License Company, LLC	WSOP	77/188661	5/23/2007	3351887	12/11/2007
Harrah's License Company, LLC	WWW.SHOPWSOP.COM	78/761844	11/28/2005	3158489	10/17/2006
Harrah's License Company, LLC	Yasmin's	76/133129	9/21/2000	2566907	5/7/2002

Applications:

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REEL: 003719 FRAME: 0036

OWNER	TRADEMARK	APPLICATION NO.	APPLICATION DATE
Caesar's World, Inc.	Caesars Entertainment with Laurel Design	77/352483	12/14/2007
Caesar's World, Inc.	Caesars Luxury Collection	77/237918	7/25/2007
Caesar's World, Inc.	The Pier Shops at Caesars (& Design)	77/045400	11/16/2006
Harrah's License Company, LLC	Beijing Noodle No. 9	77/269189	8/31/2007
Harrah's License Company, LLC	Bluesville	77/234865	7/20/2007
Harrah's License Company, LLC	Choose Your Escape	77/366300	1/8/2008
Harrah's License Company, LLC	Color	77/323570	11/7/2007
Harrah's License Company, LLC	Color - A Salon	77/323575	11/7/2007
Harrah's License Company, LLC	Eat Up Buffet Experience (& Design)	77/265856	8/28/2007
Harrah's License Company, LLC	Embracing Diversity for the Common Good	77/243269	7/31/2007
Harrah's License Company, LLC	Free Slot Play	77/248876	8/7/2007
Harrah's License Company, LLC	Get More Bang for your Buck ... Guaranteed!	77/028361	10/24/2006
Harrah's License Company, LLC	Give gamblers the best chance to win.	78/787388	1/9/2006
Harrah's License Company, LLC	Go Green (& Design)	77/345539	12/6/2007
Harrah's License Company, LLC	Great Gift Wrap Up	77/273410	9/6/2007
Harrah's License Company, LLC	Harrah's Foundation (& Design)	77/264878	8/27/2007
Harrah's License Company, LLC	Horseshoe. In a Word, Legendary.	78/933698	7/20/2006
Harrah's License Company, LLC	Hot Gifts. Cool Million.	77/253712	8/13/2007
Harrah's License Company, LLC	How Suite It Is	77/165309	4/25/2007
Harrah's License Company, LLC	iBAR & Design	78/791551	1/13/2006
Harrah's License Company, LLC	In a Word, Legendary.	78/933701	7/20/2006
Harrah's License Company, LLC	Las Vegas Meetings by Harrah's Entertainment (& Design)	77/184425	5/18/2007
Harrah's License Company, LLC	Luck Ambassador	78/481496	9/10/2004
Harrah's License Company, LLC	Made in China	77/020850	10/12/2006
Harrah's License Company, LLC	Octavius Tower	77/235142	7/20/2007
Harrah's License Company, LLC	Parade of Prizes	77/318210	10/31/2007
Harrah's License Company, LLC	Park Place Jewelers	77/316049	10/29/2007
Harrah's License Company, LLC	Play Where You Want to Play	78/882838	5/12/2006
Harrah's License Company, LLC	Push Your Luck	77/243510	7/31/2007

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OWNER	TRADEMARK	APPLICATION NO.	APPLICATION DATE
Harrah's License Company, LLC	Qua	78/920618	6/30/2006
Harrah's License Company, LLC	Qua Baths & Spa	77/281176	9/17/2007
Harrah's License Company, LLC	Qua Baths & Spa (& Design)	78/920624	6/30/2006
Harrah's License Company, LLC	Road to the Main Event	78/957214	8/22/2006
Harrah's License Company, LLC	Road to the World Series of Poker	78/688080	8/8/2005
Harrah's License Company, LLC	Road to the WSOP	78/688084	8/8/2005
Harrah's License Company, LLC	Set for Life!	78/478051	9/2/2004
Harrah's License Company, LLC	Set Sail (& Design)	77/105090	2/12/2007
Harrah's License Company, LLC	Share the Wealth	77/258237	8/17/2007
Harrah's License Company, LLC	Showboat The Mardi Gras Casino	77/267578	8/29/2007
Harrah's License Company, LLC	Sphere	78/956361	8/21/2006
Harrah's License Company, LLC	Sycamores on the Creek	77/210760	6/20/2007
Harrah's License Company, LLC	Table Game Finder (& Design)	77/296524	10/4/2007
Harrah's License Company, LLC	Tahoe Perspective	77/357824	12/21/2007
Harrah's License Company, LLC	That's More Like It.	77/194134	5/31/2007
Harrah's License Company, LLC	The Heights at Harrah's	77/106488	2/13/2007
Harrah's License Company, LLC	The Linq	77/112801	2/21/2007
Harrah's License Company, LLC	The Linq	77/112761	2/21/2007
Harrah's License Company, LLC	The Linq (Stylized)	77/271836	9/5/2007
Harrah's License Company, LLC	The Linq (Stylized)	77/272294	9/5/2007
Harrah's License Company, LLC	The World Series of Poker. One of a Kind.	77/218179	6/28/2007
Harrah's License Company, LLC	Three Wishes	76/072652	5/31/2000
Harrah's License Company, LLC	Total Choice	77/339754	11/29/2007
Harrah's License Company, LLC	Total Concierge	77/176613	5/9/2007
Harrah's License Company, LLC	Total Rewards	78/934506	7/21/2006
Harrah's License Company, LLC	Total Rewards	78/924305	7/7/2006
Harrah's License Company, LLC	Total Rewards	78/924294	7/7/2006
Harrah's License Company, LLC	Total Rewards	78/703715	8/31/2005
Harrah's License Company, LLC	Total Rewards Access	77/144942	3/30/2007
Harrah's License Company, LLC	Total Rewards Great Gift Wrap Up (& Design)	77/273471	9/6/2007
Harrah's License Company, LLC	Total Track	77/150423	4/6/2007

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Harrah's License Company, LLC	Tournament of Champions	77/242907	7/31/2007
Harrah's License Company, LLC	TR Logo	78/771958	12/31/2005
Harrah's License Company, LLC	Velvet	77/237485	7/24/2007
Harrah's License Company, LLC	Verdant Hills	77/367424	1/9/2008
Harrah's License Company, LLC	Where you want to be	77/249423	8/7/2007
Harrah's License Company, LLC	World Series of Poker	77/192386	5/29/2007
Harrah's License Company, LLC	World Series of Poker	77/192399	5/29/2007
Harrah's License Company, LLC	World Series of Poker (& Design)	77/192380	5/29/2007
Harrah's License Company, LLC	World Series of Poker (& Design)	78/795228	1/19/2005
Harrah's License Company, LLC	World Series of Poker (& Design)	77/276559	9/11/2007
Harrah's License Company, LLC	World Series of Poker Europe (& Design)	77/223943	7/7/2007
Harrah's License Company, LLC	World Series of Poker Players Championship	77/153714	4/11/2007
Harrah's License Company, LLC	WSO21	78/834185	3/10/2006
Harrah's License Company, LLC	WSOP	78/615434	4/23/2005
Harrah's License Company, LLC	WSOP	78/518286	11/17/2004
Harrah's License Company, LLC	WSOP	78/485005	9/16/2004
Harrah's License Company, LLC	WSOP	77/192338	5/29/2007
Harrah's License Company, LLC	WSOP	77/192360	5/29/2007
Harrah's License Company, LLC	WSOPE	77/223842	7/7/2007
HHLV Management Company, LLC	Binion's	78/477531	9/1/2004
HHLV Management Company, LLC	Binion's (& Design)	78/478312	9/3/2004
HHLV Management Company, LLC	Binion's Horseshoe	78/477526	9/1/2004
HHLV Management Company, LLC	Binion's Horseshoe (& Design)	78/478883	9/3/2004
Harrah's Operating Company, Inc.	World Series of 21	78/382696	3/11/2004
Harrah's Operating Company, Inc.	World Series of Gaming	78/382722	3/11/2004
Harrah's Operating Company, Inc.	World Series of Slots	78/353059	1/16/2004