

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Harrah's License Company, LLC		11/23/2010	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	Caesars License Company, LLC		
Composed Of:	COMPOSED OF Caesars Entertainment Operating Company, Inc.		
Street Address:	One Caesars Palace Drive		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 317			
Property Type	Number	Word Mark	
Registration Number:	3171511	"EVEN YOUR APPETITE WINS HERE."	
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:	3555139	37	
Registration Number:	3813474	500 WILD WEEKENDS	
Registration Number:	3020080	A WHOLE NEW BREED OF CASINO	
Registration Number:	3799340	A WHOLE NEW WORLD OF ACCESS	
Registration Number:	3242478	ACE'S DINER	

CH \$7940.00 3171511

Registration Number:	3535278	ADVENTURE ELEVATED.
Registration Number:	2335359	ANDREOTTI
Registration Number:	1677163	ANIMATIONS
Registration Number:	3670820	ANY WAY YOU SPEND, YOU WIN!
Registration Number:	2934412	AS VEGAS AS VEGAS GETS
Registration Number:	3586996	ATLANTIC CITY COUNTRY CLUB
Registration Number:	2164444	B
Registration Number:	1552562	BALLY
Registration Number:	1909427	BALLY
Registration Number:	0505218	BALLY
Registration Number:	1012119	BALLY
Registration Number:	2377709	BALLY
Registration Number:	1646697	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:	2048291	BALLY'S
Registration Number:	3135595	BAMBU
Registration Number:	3794906	BE PART OF THE FUN
Registration Number:	3117854	BEAT THE HOUSE
Registration Number:	3738566	BEIJING NOODLE NO. 9
Registration Number:	3246044	BELLISSIMO
Registration Number:	3678700	BENNY'S BACK ROOM
Registration Number:	3837884	BESTSELLER BLITZ
Registration Number:	1847026	BIG BUCKS
Registration Number:	1530198	BILL'S
Registration Number:	3651118	BILL'S
Registration Number:	3316023	BILL'S GAMBLIN' HALL & SALOON
Registration Number:	3456911	BLUESVILLE
Registration Number:	2148837	BLUESVILLE
Registration Number:	3554133	BLUESVILLE
Registration Number:	2558258	BLUFFS RUN
Registration Number:	3216589	BOOST

Registration Number:	3870618	BUFFET OF BUFFETS
Registration Number:	2007114	CANDYMANIA
Registration Number:	3141982	CARVINGS
Registration Number:	2498816	CASCATA
Registration Number:	2565667	CASCATA
Registration Number:	2994544	CASINO ROW
Registration Number:	3020236	CHAMPAGNE SLOTS
Registration Number:	3548026	CHOOSE YOUR ESCAPE
Registration Number:	1842112	CLARIDGE
Registration Number:	2020589	CLUB CAPPUCCINO
Registration Number:	2731316	CLUB CAPPUCCINO HARRAH'S
Registration Number:	3617308	CODEGREEN
Registration Number:	3678552	
Registration Number:	2523523	COYOTE KATE'S SLOT PARLOR
Registration Number:	2888634	DEALERTAINERS
Registration Number:	2949255	DIRECTBET
Registration Number:	3615784	EARNED EVERYWHERE. REDEEMED ANYWHERE.
Registration Number:	3554091	EARNING IS HALF THE FUN.
Registration Number:	3700017	EARTHURGENCY
Registration Number:	3455130	EAT UP BUFFET
Registration Number:	3444215	EMBRACING DIVERSITY FOR THE COMMON GOOD
Registration Number:	3577746	ETC
Registration Number:	3577807	EVERYONE PLAYS A PART
Registration Number:	3323794	EXPRESS PLAY
Registration Number:	2070875	FANTASEA REEF
Registration Number:	2863641	FAST CASH
Registration Number:	2880289	FAST CASH
Registration Number:	1765015	FAST CHANGE HARRAH'S
Registration Number:	1964224	FIORE
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:	1990167	
Registration Number:	3460107	GET MORE BANG FOR YOUR BUCK ...GUARANTEED!

TRADEMARK

REEL: 004425 FRAME: 0478

Registration Number:	1943260	GIFT HORSE
Registration Number:	3065452	GO
Registration Number:	3731066	GRAND BILOXI CASINO · HOTEL · SPA
Registration Number:	2666019	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:	3448364	GREAT GIFT WRAP UP
Registration Number:	2141139	H
Registration Number:	1237716	HARRAH'S
Registration Number:	1067887	HARRAH'S
Registration Number:	1831759	HARRAH'S
Registration Number:	3268351	HARRAH'S
Registration Number:	3285300	HARRAH'S
Registration Number:	2843123	HARRAH'S
Registration Number:	1937292	HARRAHS
Registration Number:	1957088	HARRAH'S
Registration Number:	1946083	HARRAHS
Registration Number:	2176952	HARRAH'S CASINO
Registration Number:	2057597	HARRAH'S CONSTELLATION AWARDS
Registration Number:	1295055	HARRAH'S
Registration Number:	1297101	HARRAHS
Registration Number:	3408891	HARRAH'S FOUNDATION
Registration Number:	3351300	HARRAH'S LUCKY-BREAK
Registration Number:	2249650	HARRAH'S PASSPORT
Registration Number:	3578308	HARRAH'S THREE WISHES
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:	3641113	HD WINNING SPREE

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Registration Number:	3055169	HIDDEN JACKPOTS!
Registration Number:	2083671	HOME OF BEST ODDS & HIGHEST LIMITS
Registration Number:	2099063	HOME OF LOOSEST SLOTS & BIGGEST JACKPOTS
Registration Number:	2726864	HOME OF THE BEST ODDS, HIGHEST LIMITS & BIGGEST JACKPOTS
Registration Number:	1839688	HORSESHOE
Registration Number:	1839764	HORSESHOE
Registration Number:	2370824	HORSESHOE
Registration Number:	2567003	
Registration Number:	3651098	HORSESHOE
Registration Number:	3408859	HOT GIFTS. COOL MILLION.
Registration Number:	3392671	HOW SUITE IT IS
Registration Number:	3715310	IBAR
Registration Number:	2432522	ISLAND TERRACE
Registration Number:	3794875	ISPIN
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:	3647464	JOY LUCK NOODLE BAR
Registration Number:	2427528	JUST ONE MORE REASON TO LOVE NEW ORLEANS.
Registration Number:	1915702	KNOW WHEN TO STOP BEFORE YOU START
Registration Number:	3215433	LAKE FRONT HOTEL LAKE CHARLES
Registration Number:	2045583	LAS VEGAS EXCITEMENT LOUISIANA STYLE
Registration Number:	3404551	LAS VEGAS MEETINGS BY HARRAH'S ENTERTAINMENT
Registration Number:	1943593	LB'S GRILL
Registration Number:	1801151	LIGHTNING QUARTERS
Registration Number:	2986756	LOOSE SLOT LOUIE
Registration Number:	3001127	LOUISIANA BREAD COMPANY
Registration Number:	2874317	LOUISIANA DOWNS
Registration Number:	2791383	
Registration Number:	3402943	LUCK AMBASSADOR
Registration Number:	3727889	LUCKY ROLLER
Registration Number:	1922653	MARKET PLACE BUFFET
Registration Number:	3282446	MASQUERADE

Registration Number:	2635950	MID-AMERICA POKER CLASSIC
Registration Number:	3301028	MILLION DOLLAR REWARDS
Registration Number:	1979770	MILLIONAIRE MAKER
Registration Number:	3814206	MIRACLE ON FULTON STREET
Registration Number:	3604172	MONEY IN THE TANK
Registration Number:	3039952	MORE
Registration Number:	2899472	MORE OPTIONS. MORE CHOICES. MORE CONTROL.
Registration Number:	1835833	MR. MING'S
Registration Number:	2018498	NATIONAL CHAMPIONSHIP OF SLOTS
Registration Number:	3081041	N'AWLINS LOUISIANA CUISINE
Registration Number:	3177082	NOBODY BOOKS A BIGGER BET
Registration Number:	2942300	NYC SHELL GAME
Registration Number:	2719370	OH YEAH!
Registration Number:	3678372	OPEN SKY THEATER
Registration Number:	1855402	OPERATION BET SMART
Registration Number:	3878307	OSHI
Registration Number:	3473553	PARADE OF PRIZES
Registration Number:	1173550	PARK PLACE
Registration Number:	1353936	PARK PLACE
Registration Number:	1219913	PARK PLACE
Registration Number:	3431053	PARK PLACE JEWELERS
Registration Number:	2831194	PAYDAY!
Registration Number:	2985522	PENNY VILLE
Registration Number:	3154110	PLAY \$100 ON US!
Registration Number:	2582459	PLAY IT NOW, PLAY IT FIRST.
Registration Number:	2774258	PLAY, EARN & CASH IN
Registration Number:	3555164	PREVIEW
Registration Number:	2087604	PROJECT 21
Registration Number:	1634559	SUPPORT PROJECT 21
Registration Number:	3592854	PUSH
Registration Number:	3405117	PUSH YOUR LUCK
Registration Number:	3171591	PUSHING THE LIMITS OF HIGH LIMITS
Registration Number:	3358124	QUA
Registration Number:	3407211	QUA
Registration Number:	3358125	QUA BATHS & SPA

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Registration Number:	3407212	QUA BATHS & SPA
Registration Number:	2871846	QUICK REWARDS
Registration Number:	2933371	RAPID FIRE
Registration Number:	2399183	REAL. LIVE. LAS VEGAS.
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:	3042752	ROYAL ORDER
Registration Number:	2961555	SEAHORSE
Registration Number:	3495963	SET FOR LIFE!
Registration Number:	3333896	SET SAIL
Registration Number:	3389578	TOTAL REWARDS SET SAIL DREAM CRUISE GIVEAWAY
Registration Number:	2951635	SEVEN STARS
Registration Number:	3293190	SEVEN STARS
Registration Number:	3293192	SEVEN STARS
Registration Number:	3632834	SEVEN STARS SIGNATURE EVENT
Registration Number:	3479369	SHARE THE WEALTH
Registration Number:	3245005	SHEER
Registration Number:	3621214	SHOP. EARN. REDEEM.
Registration Number:	1078615	SHOWBOAT
Registration Number:	1658559	
Registration Number:	1336012	SHOWBOAT
Registration Number:	3408900	SHOWBOAT THE MARDI GRAS CASINO
Registration Number:	1666140	SHOWBOAT
Registration Number:	3263858	SLOT FINDER
Registration Number:	3478301	SPHERE
Registration Number:	2287994	SPOTLIGHT ON SUCCESS
Registration Number:	3213545	STAY CLASSIC
Registration Number:	3213554	STAY CLASSIC
Registration Number:	3504812	STAY. PLAY. RELAX.
Registration Number:	3198307	STIR
Registration Number:	3752330	SUITCASE MAN \$5,000,000 · GIVEAWAY ·
Registration Number:	2788933	SUPER DERBY
Registration Number:	3372704	SYCAMORES ON THE CREEK

TRADEMARK

REEL: 004425 FRAME: 0482

Registration Number:	3430973	TABLE GAME FINDER
Registration Number:	3467710	TAHOE PERSPECTIVE
Registration Number:	3850698	TALISMAN
Registration Number:	3372631	THAT'S MORE LIKE IT.
Registration Number:	2140086	THE ART OF GAMING
Registration Number:	2004893	THE FRIENDLIEST FOLKS ON THE RIVER
Registration Number:	2004892	THE FRIENDLIEST FOLKS ON THE RIVER
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:	3801600	THE RESERVE
Registration Number:	3071118	THE SEAFOOD LEGENDS ARE MADE OF.
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:	3395202	THREE WISHES
Registration Number:	3214994	TOGA
Registration Number:	3467464	TOTAL CHOICE
Registration Number:	3870712	TC TOTAL CONNECT
Registration Number:	3652484	TOTAL ENTERTAINMENT EXPERIENCE
Registration Number:	3848801	TOTAL EXPERIENCES
Registration Number:	3752336	TOTAL EXPERIENCES
Registration Number:	2131383	TOTAL GOLD
Registration Number:	2466390	TOTAL PLATINUM
Registration Number:	2209160	TOTAL REWARDS
Registration Number:	2476727	TOTAL REWARDS
Registration Number:	2830063	TOTAL REWARDS
Registration Number:	3784830	TOTAL REWARDS
Registration Number:	3213494	TOTAL REWARDS
Registration Number:	3413390	TOTAL REWARDS
Registration Number:	3390160	TOTAL REWARDS

Registration Number:	3459699	TOTAL REWARDS
Registration Number:	3432308	TOTAL REWARDS ACCESS
Registration Number:	3651057	TOTAL REWARDS AIR
Registration Number:	3858245	TOTAL REWARDS ALLIANCE
Registration Number:	3448365	TOTAL REWARDS GREAT GIFT WRAP UP
Registration Number:	3676085	TOTAL ROCK
Registration Number:	3323748	TOTAL TOUCH
Registration Number:	3386529	TR
Registration Number:	1224155	
Registration Number:	1970151	TRY OUR BRAND OF FUN
Registration Number:	3351322	TUESDAY NIGHT SUPPER CLUB
Registration Number:	3797493	TUNICA ROADHOUSE CASINO & HOTEL
Registration Number:	3794897	TUNICA ROADHOUSE CASINO & HOTEL
Registration Number:	3288158	ULTIMATE FLAIR BARTENDING CHAMPIONSHIP HARRAH'S
Registration Number:	3226009	VERDANT HILLS
Registration Number:	3570704	VERDANT HILLS
Registration Number:	3057343	VIALE
Registration Number:	2221012	VILLAGE SQUARE
Registration Number:	3573868	VINTAGE 51
Registration Number:	3158834	VOODOO
Registration Number:	3067474	VOODOO CAFE & LOUNGE
Registration Number:	3799515	WALK AWAY A WINNER
Registration Number:	2321770	WE CARE. WE CARD.
Registration Number:	3177080	WE KNOW WHAT GAMBLERS WANT.
Registration Number:	3555159	WE LOVE WHAT YOU LOVE
Registration Number:	3550200	WHERE ENTERTAINMENT KNOWS NO BOUNDS
Registration Number:	2091782	WHERE THE WORLD GOES TO PLAY
Registration Number:	3615971	WHERE WILL YOU EARN?
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

TRADEMARK

REEL: 004425 FRAME: 0484

Registration Number:	3687412	YOU, YOUR FRIENDS & US
Serial Number:	85065039	ALL STAGE PASS
Serial Number:	77398083	COMMUNITY RICHES
Serial Number:	77541968	FORTUNA
Serial Number:	77235142	OCTAVIUS TOWER
Serial Number:	85150492	PET STAY
Serial Number:	77609693	POWERHOUSE JACKPOTS
Serial Number:	77763226	SUITCASE MAN \$5,000,000 GIVEAWAY
Serial Number:	85154027	THE LINQ
Serial Number:	85155889	THE LINQ
Serial Number:	85155880	THE LINQ
Serial Number:	77470223	THE VENUE
Serial Number:	85154067	TIER SCORE
Serial Number:	77512108	TOTAL JACKPOTS
Serial Number:	77866406	TOTAL REWARDS EXCHANGE
Serial Number:	77666043	DRIVEN TO WIN
Serial Number:	77886185	MY BANK
Serial Number:	85045419	NEVER GAMBLE HUNGRY
Serial Number:	77580068	PRISM
Serial Number:	85001050	SEE THE WORLD. SAVE THE WORLD.
Serial Number:	77272294	THE LINQ
Serial Number:	77271836	THE LINQ
Serial Number:	77919525	TOTAL CONNECT
Serial Number:	77926718	TOTAL CONNECT
Serial Number:	85090399	TOTAL ESCAPE

CORRESPONDENCE DATA

Fax Number: (901)680-7367
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 901-680-7369
Email: jtyler@caesars.com
Correspondent Name: Jane E. Tyler
Address Line 1: 6075 Poplar Avenue
Address Line 4: Memphis, TENNESSEE 38119

NAME OF SUBMITTER:	Jane E. Tyler
Signature:	/jane e. tyler/

TRADEMARK

REEL: 004425 FRAME: 0485

Date:

12/06/2010

Total Attachments: 1

source=CAESARS LICENSE COMPANY LLC NV- AMENDMENT CHANGING NAME FROM HARRAHS LICENSE
COMPANY LLC#page1.tif



ROSS MILLER
 Secretary of State
 204 North Carson Street, Suite 1
 Carson City, Nevada 89701-4520
 (775) 684-5708
 Website: www.nvsos.gov



091201

Filed in the office of Ross Miller Secretary of State State of Nevada	Document Number 20100877317-26
	Filing Date and Time 11/23/2010 11:00 AM
	Entity Number LLC19835-2004

**Amendment to
 Articles of Organization**
 (PURSUANT TO NRS 86.221)

USE BLACK INK ONLY - DO NOT HIGHLIGHT

ABOVE SPACE IS FOR OFFICE USE ONLY

**Certificate of Amendment to Articles of Organization
 For a Nevada Limited-Liability Company
 (Pursuant to NRS 86.221)**

1. Name of limited-liability company:

Harrah's License Company, LLC

2. The company is managed by: Managers **OR** Members
(check only one box)

3. The articles have been amended as follows: (provide article numbers, if available)*

Article 1 is hereby amended as follows:
 "1. Name of Limited Liability Company: Caesars License Company, LLC"

4. Signature (must be signed by at least one manager or by a managing member):
 By: Caesars Operating Company, Inc. (f/k/a Harrah's Operating Company, Inc.)
 Jonathan S. Halkyard, Senior Vice President and Chief Financial Officer

X

 Signature

* 1) If amending company name, it must contain the words "Limited-Liability Company," "Limited Company," or "Limited," or the abbreviations "Ltd.," "L.L.C.," or "L.C.," "LLC" or "LC." The word "Company" may be abbreviated as "Co."
 2) If adding managers, provide names and addresses.

FILING FEE: \$175.00

IMPORTANT: Failure to include any of the above information and submit with the proper fees may cause this filing to be rejected.

This form must be accompanied by appropriate fees.

Nevada Secretary of State 86.221 LLC Amendment
 Revised: 10-16-09