

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM336995

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NOTICE OF CHANGE OF COLLATERAL AGENT - ASSIGNMENT OF SECURITY INTEREST IN INTELLECTUAL PROPERTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
U.S. Bank National Association, as Collateral Agent		01/07/2015	NATIONAL ASSOCIATION: UNITED STATES
RECEIVING PARTY DATA			
Name:	Delaware Trust Company, as successor Collateral Agent		
Street Address:	2711 Centerville Road		
City:	WILMINGTON		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 382			
Property Type	Number	Word Mark	
Registration Number:	3020236	CHAMPAGNE SLOTS	
Registration Number:	2949255	DIRECTBET	
Registration Number:	4194766	HOOPS ON THE STRIP	
Registration Number:	1353936	PARK PLACE	
Registration Number:	3431053	PARK PLACE JEWELERS	
Registration Number:	3358124	QUA	
Registration Number:	3358125	QUA BATHS & SPA	
Registration Number:	3214994	TOGA	
Registration Number:	3617308	CODEGREEN	
Registration Number:	3700017	EARTHURGENCY	
Registration Number:	2057597	HARRAH'S CONSTELLATION AWARDS	
Registration Number:	3032149	HARRAH'S WINNING TOGETHER	
Registration Number:	4186858	PLAY WITHOUT PAIN	
Registration Number:	2287994	SPOTLIGHT ON SUCCESS	
Registration Number:	3317049	THE WILL TO DO WONDERS	
Registration Number:	1958131	IT'S NOT JUST A GAME, IT'S THE LAW	
Registration Number:	1915702	KNOW WHEN TO STOP BEFORE YOU START	

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Property Type	Number	Word Mark
Registration Number:	1855402	OPERATION BET SMART
Registration Number:	2087604	PROJECT 21
Registration Number:	1634559	SUPPORT PROJECT 21
Registration Number:	3126815	RESPONSIBLE GAMING IS OUR BUSINESS
Registration Number:	2321770	WE CARE. WE CARD.
Registration Number:	4336325	GLITZ TO GO
Registration Number:	3323794	EXPRESS PLAY
Registration Number:	3578308	HARRAH'S THREE WISHES
Registration Number:	3794875	ISPIN
Registration Number:	3301028	MILLION DOLLAR REWARDS
Registration Number:	2776841	REEL REWARDS
Registration Number:	2708798	REEL REWARDS
Registration Number:	3479369	SHARE THE WEALTH
Registration Number:	3263858	SLOT FINDER
Registration Number:	3430973	TABLE GAME FINDER
Registration Number:	3850698	TALISMAN
Registration Number:	3395202	THREE WISHES
Registration Number:	2118116	1-800-HARRAHS
Registration Number:	3555139	37
Registration Number:	3242478	ACE'S DINER
Registration Number:	3794906	BE PART OF THE FUN
Registration Number:	3246044	BELLISSIMO
Registration Number:	3141982	CARVINGS
Registration Number:	2020589	CLUB CAPPUCINO
Registration Number:	2731316	CLUB CAPPUCINO HARRAH'S
Registration Number:	2982818	COME OUT AND PLAY
Registration Number:	4043454	COME OUT AND PLAY
Registration Number:	3577746	ETC
Registration Number:	3577807	EVERYONE PLAYS A PART
Registration Number:	2863641	FAST CASH
Registration Number:	4100290	FIGHT REPUBLIC
Registration Number:	1964224	FIORE
Registration Number:	2742085	FRESH MARKET SQUARE BUFFET
Registration Number:	1990167	
Registration Number:	2249650	HARRAH'S PASSPORT
Registration Number:	2268340	HARRAHS.COM
Registration Number:	3715310	IBAR
Registration Number:	1979770	MILLIONAIRE MAKER

Property Type	Number	Word Mark
Registration Number:	2018498	NATIONAL CHAMPIONSHIP OF SLOTS
Registration Number:	4207977	NATIONAL SLOT LEAGUE
Registration Number:	4186191	NSL
Registration Number:	3984681	PET STAY
Registration Number:	3154110	PLAY \$100 ON US!
Registration Number:	3504812	STAY. PLAY. RELAX.
Registration Number:	1928930	THE PREMIER NAME IN CASINO ENTERTAINMENT
Registration Number:	2011189	THE RANGE
Registration Number:	3801600	THE RESERVE
Registration Number:	3158834	VOODOO
Registration Number:	3067474	VOODOO CAFE & LOUNGE
Registration Number:	2091782	WHERE THE WORLD GOES TO PLAY
Registration Number:	3687412	YOU, YOUR FRIENDS & US
Registration Number:	3738566	BEIJING NOODLE NO. 9
Registration Number:	2498816	CASCATA
Registration Number:	2565667	CASCATA
Registration Number:	2961555	SEAHORSE
Registration Number:	2335359	ANDREOTTI
Registration Number:	2070875	FANTASEA REEF
Registration Number:	3647464	JOY LUCK NOODLE BAR
Registration Number:	2874317	LOUISIANA DOWNS
Registration Number:	2791383	
Registration Number:	3678372	OPEN SKY THEATER
Registration Number:	4420107	'RITAS CANTINA
Registration Number:	4504817	SELU GARDEN CAFE
Registration Number:	3245005	SHEER
Registration Number:	3478301	SPHERE
Registration Number:	2788933	SUPER DERBY
Registration Number:	2140086	THE ART OF GAMING
Registration Number:	1019015	THE SUMMIT
Registration Number:	1020121	THE SUMMIT
Registration Number:	3993377	THISTLEDOWN
Registration Number:	4397854	TD
Registration Number:	3570704	VERDANT HILLS
Registration Number:	3226009	VERDANT HILLS
Registration Number:	3456911	BLUESVILLE
Registration Number:	3554133	BLUESVILLE
Registration Number:	2148837	BLUESVILLE

Property Type	Number	Word Mark
Registration Number:	2558258	BLUFFS RUN
Registration Number:	1943260	GIFT HORSE
Registration Number:	3171511	"EVEN YOUR APPETITE WINS HERE."
Registration Number:	3171510	"MAKE IT RIGHT FOR THE GAMBLER."
Registration Number:	3177129	"NOBODY DOES MORE FOR THE GAMBLER."
Registration Number:	3678700	BENNY'S BACK ROOM
Registration Number:	2829389	FOUR WINDS
Registration Number:	2829388	FOUR WINDS
Registration Number:	2141139	H
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 &
Registration Number:	1839688	HORSESHOE
Registration Number:	1839764	HORSESHOE
Registration Number:	2370824	HORSESHOE
Registration Number:	2567003	
Registration Number:	3651098	HORSESHOE
Registration Number:	3171508	IT'S ALL ABOUT THE GAMBLER.
Registration Number:	2045583	LAS VEGAS EXCITEMENT LOUISIANA STYLE
Registration Number:	4024255	MILLION DOLLAR SUMMER GIVEAWAY
Registration Number:	3932844	NEVER GAMBLE HUNGRY
Registration Number:	3177082	NOBODY BOOKS A BIGGER BET
Registration Number:	4107918	NUMBER ONE SINCE DAY ONE
Registration Number:	3592854	PUSH
Registration Number:	4063390	RISK IS ITS OWN REWARD
Registration Number:	4063386	SETTLE FOR MORE
Registration Number:	3752330	SUITCASE MAN \$5,000,000 · GIVEAWAY ·
Registration Number:	2004892	THE FRIENDLIEST FOLKS ON THE RIVER
Registration Number:	2004893	THE FRIENDLIEST FOLKS ON THE RIVER
Registration Number:	4069796	THE GENERAL MANAGER'S CLUB
Registration Number:	4151729	THE SPREAD
Registration Number:	3180709	THE ULTIMATE GAMBLING EXPERIENCE
Registration Number:	1970151	TRY OUR BRAND OF FUN
Registration Number:	2221012	VILLAGE SQUARE
Registration Number:	3573868	VINTAGE 51
Registration Number:	3177080	WE KNOW WHAT GAMBLERS WANT.
Registration Number:	4063392	WE LEFT RESTRAINT OFF THE MENU
Registration Number:	3550200	WHERE ENTERTAINMENT KNOWS NO BOUNDS

Property Type	Number	Word Mark
Registration Number:	2523523	COYOTE KATE'S SLOT PARLOR
Registration Number:	2985522	PENNY VILLE
Registration Number:	3555164	PREVIEW
Registration Number:	3555159	WE LOVE WHAT YOU LOVE
Registration Number:	2837537	WILD, WILD WEST CASINO
Registration Number:	3813474	500 WILD WEEKENDS
Registration Number:	3799340	A WHOLE NEW WORLD OF ACCESS
Registration Number:	3956175	ALL STAGE PASS
Registration Number:	3978254	ALL STAGE PASS
Registration Number:	3670820	ANY WAY YOU SPEND, YOU WIN!
Registration Number:	3837884	BESTSELLER BLITZ
Registration Number:	3870618	BUFFET OF BUFFETS
Registration Number:	3548026	CHOOSE YOUR ESCAPE
Registration Number:	3615784	EARNED EVERYWHERE. REDEEMED ANYWHERE.
Registration Number:	3448364	GREAT GIFT WRAP UP
Registration Number:	3641113	HD WINNING SPREE
Registration Number:	4401552	HIDDEN JACKPOTS
Registration Number:	3727889	LUCKY ROLLER
Registration Number:	3039952	MORE
Registration Number:	2899472	MORE OPTIONS. MORE CHOICES. MORE CONTROL
Registration Number:	2871846	QUICK REWARDS
Registration Number:	4007667	READY. SET. REWARDS.
Registration Number:	2847337	REWARD CREDITS
Registration Number:	3293190	SEVEN STARS
Registration Number:	2951635	SEVEN STARS
Registration Number:	3293192	SEVEN STARS
Registration Number:	4360376	SEVEN STARS
Registration Number:	3632834	SEVEN STARS SIGNATURE EVENT
Registration Number:	3621214	SHOP. EARN. REDEEM.
Registration Number:	4279275	THE GREAT RACE TO REWARDS
Registration Number:	3984726	TIER SCORE
Registration Number:	3467464	TOTAL CHOICE
Registration Number:	3929913	TOTAL CONNECT
Registration Number:	3932464	TOTAL CONNECT
Registration Number:	3870712	TC TOTAL CONNECT
Registration Number:	3652484	TOTAL ENTERTAINMENT EXPERIENCE
Registration Number:	3848801	TOTAL EXPERIENCES
Registration Number:	3752336	TOTAL EXPERIENCES

Property Type	Number	Word Mark
Registration Number:	2131383	TOTAL GOLD
Registration Number:	3213494	TOTAL REWARDS
Registration Number:	3413390	TOTAL REWARDS
Registration Number:	3390160	TOTAL REWARDS
Registration Number:	3459699	TOTAL REWARDS
Registration Number:	3784830	TOTAL REWARDS
Registration Number:	2209160	TOTAL REWARDS
Registration Number:	2476727	TOTAL REWARDS
Registration Number:	2830063	TOTAL REWARDS
Registration Number:	3651057	TOTAL REWARDS AIR
Registration Number:	3858245	TOTAL REWARDS ALLIANCE
Registration Number:	3448365	TOTAL REWARDS GREAT GIFT WRAP UP
Registration Number:	4052944	TOTAL REWARDS MARKETPLACE
Registration Number:	4177001	TR TOTAL REWARDS
Registration Number:	4177002	TR TOTAL REWARDS
Registration Number:	3676085	TOTAL ROCK
Registration Number:	3323748	TOTAL TOUCH
Registration Number:	4432963	TR
Registration Number:	4491513	TR
Registration Number:	4545289	TR GETAWAYS
Registration Number:	4184301	TR INSIDER
Registration Number:	3799515	WALK AWAY A WINNER
Registration Number:	3615971	WHERE WILL YOU EARN?
Registration Number:	3213421	WHERE WILL YOU PLAY?
Registration Number:	2170168	WINET
Registration Number:	2994544	CASINO ROW
Registration Number:	4286319	GRAND GB BILOXI
Registration Number:	3731066	GRAND BILOXI CASINO · HOTEL · SPA
Registration Number:	2026263	GRAND CASINO BILOXI
Registration Number:	2138187	GRAND CASINO TUNICA MISSISSIPPI
Registration Number:	1943593	LB'S GRILL
Registration Number:	1922653	MARKET PLACE BUFFET
Registration Number:	4063489	BIG EASY ON THE BOARDWALK
Registration Number:	3878307	OSHI
Registration Number:	1078615	SHOWBOAT
Registration Number:	1336012	SHOWBOAT
Registration Number:	1666140	SHOWBOAT
Registration Number:	4547907	HIGH ROLLER

Property Type	Number	Word Mark
Registration Number:	4543751	THE LINQ
Registration Number:	4543752	THE LINQ
Registration Number:	4250576	THE LINQ
Registration Number:	3460107	GET MORE BANG FOR YOUR BUCK ...GUARANTEE
Registration Number:	3794897	TUNICA ROADHOUSE CASINO & HOTEL
Registration Number:	3797493	TUNICA ROADHOUSE CASINO & HOTEL
Registration Number:	3535278	ADVENTURE ELEVATED.
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:	1878054	THE PARTY'S AT HARVEYS
Registration Number:	1143658	APPIAN WAY
Registration Number:	0931975	BACCHANAL
Registration Number:	0763255	CAESARS
Registration Number:	0983525	CAESARS
Registration Number:	0954684	CAESARS
Registration Number:	1527770	CAESARS
Registration Number:	3731048	CAESARS
Registration Number:	3877077	CAESARS
Registration Number:	1988107	CAESARS
Registration Number:	1186958	CAESARS
Registration Number:	0954637	CAESARS
Registration Number:	1001363	CAESARS
Registration Number:	1527771	CAESARS
Registration Number:	4234163	CAESARS
Registration Number:	4221894	CAESARS CASINO
Registration Number:	3021734	CAESARS ENTERTAINMENT
Registration Number:	3944625	CAESARS ENTERTAINMENT
Registration Number:	1531549	CAESARS MAN
Registration Number:	1538771	CAESARS MAN
Registration Number:	3630981	CAESARS MAN EMPEROR
Registration Number:	0963820	CAESARS PALACE
Registration Number:	0963656	CAESARS PALACE
Registration Number:	0907693	CAESARS PALACE
Registration Number:	0951262	CAESARS PALACE
Registration Number:	1091551	CAESARS PALACE
Registration Number:	1090494	CAESARS PALACE

Property Type	Number	Word Mark
Registration Number:	0968212	CAESARS PALACE
Registration Number:	1004058	CAESARS PALACE
Registration Number:	1158035	CAESARS PALACE
Registration Number:	0907696	CAESARS PALACE
Registration Number:	1532553	CAESARS WOMAN
Registration Number:	1531548	CAESARS WOMAN
Registration Number:	3631015	CAESARS WOMAN GODDESS
Registration Number:	0995419	CAESARS WORLD
Registration Number:	0965251	CIRCUS MAXIMUS
Registration Number:	0979106	CLEOPATRA'S BARGE
Registration Number:	3009896	COLOSSEUM
Registration Number:	3076028	CONQUER IT ALL.
Registration Number:	2999188	CYPRESS STREET MARKETPLACE
Registration Number:	1743663	EMPERORS CLUB
Registration Number:	2022361	FERENTINA
Registration Number:	0945380	GALLERIA
Registration Number:	0884317	
Registration Number:	1649800	LA PIAZZA
Registration Number:	4141042	LAS VEGAS MEETINGS BY CAESARS ENTERTAINM
Registration Number:	4231389	LAUREL COLLECTION
Registration Number:	0947706	
Registration Number:	4259939	OCTAVIUS TOWER
Registration Number:	4234164	
Registration Number:	3312633	
Registration Number:	3106029	ROMAN PLAZA
Registration Number:	4090512	ROMAN RITUALS
Registration Number:	3902206	ROUTINELY SPECTACULAR
Registration Number:	3249070	THE FORUM SHOPS
Registration Number:	1829004	THE FORUM SHOPS AT CAESARS
Registration Number:	3588734	THE LIFE YOU WERE MEANT TO LIVE
Registration Number:	2707034	THE PALACE COURT
Registration Number:	3178188	THE PIER SHOPS AT CAESARS
Registration Number:	1676542	TOGA TEDDY
Registration Number:	4456524	CAESARS ENLISTING HEROES
Registration Number:	3978086	CAESARS FOUNDATION
Registration Number:	3978154	CAESARS FOUNDATION
Registration Number:	2868896	CHARIOT RUN
Registration Number:	2855799	CHARIOT RUN

Property Type	Number	Word Mark
Registration Number:	3367765	THE PIER SHOPS AT CAESARS
Registration Number:	4063415	HARRAH'S
Registration Number:	3268351	HARRAH'S
Registration Number:	3407212	QUA BATHS & SPA
Registration Number:	3407211	QUA
Registration Number:	3386529	TR
Registration Number:	2843123	HARRAH'S
Registration Number:	3402943	LUCK AMBASSADOR
Registration Number:	3495963	SET FOR LIFE!
Registration Number:	2880289	FAST CASH
Registration Number:	3554091	EARNING IS HALF THE FUN.
Registration Number:	3467710	TAHOE PERSPECTIVE
Registration Number:	3473553	PARADE OF PRIZES
Registration Number:	3408900	SHOWBOAT THE MARDI GRAS CASINO
Registration Number:	3408891	HARRAH'S FOUNDATION
Registration Number:	3408859	HOT GIFTS. COOL MILLION.
Registration Number:	3405117	PUSH YOUR LUCK
Registration Number:	3444215	EMBRACING DIVERSITY FOR THE COMMON GOOD
Registration Number:	3372704	SYCAMORES ON THE CREEK
Registration Number:	3372631	THAT'S MORE LIKE IT.
Registration Number:	3404551	LAS VEGAS MEETINGS BY HARRAH'S ENTERTAIN
Registration Number:	3392671	HOW SUITE IT IS
Registration Number:	3432308	TOTAL REWARDS ACCESS
Registration Number:	3351300	HARRAH'S LUCKY-BREAK
Registration Number:	3389578	TOTAL REWARDS SET SAIL DREAM CRUISE GIVE
Registration Number:	3285300	HARRAH'S
Registration Number:	2377709	BALLY
Registration Number:	2176952	HARRAH'S CASINO
Registration Number:	1831759	HARRAH'S
Registration Number:	2048291	BALLY'S
Registration Number:	1937292	HARRAHS
Registration Number:	1955699	BALLY'S SALOON & GAMBLING HALL
Registration Number:	1946083	HARRAHS
Registration Number:	1957088	HARRAH'S
Registration Number:	1835833	MR. MING'S
Registration Number:	1909427	BALLY
Registration Number:	1646697	BALLY
Registration Number:	1295055	HARRAH'S

Property Type	Number	Word Mark
Registration Number:	1297101	HARRAHS
Registration Number:	1581959	BALLY'S
Registration Number:	1552562	BALLY
Registration Number:	1523910	BALLY'S
Registration Number:	1515843	BALLY'S
Registration Number:	1237716	HARRAH'S
Registration Number:	1067887	HARRAH'S
Registration Number:	1012119	BALLY
Registration Number:	0505218	BALLY
Serial Number:	86242739	SOCCER ON THE STRIP
Serial Number:	86191823	SUGAR SQUARED
Serial Number:	85784480	HARRAH'S
Serial Number:	86116415	THIS IS HOW WE ROLL
Serial Number:	85303827	REALM
Serial Number:	86135420	THE ILYSE
Serial Number:	86185397	FIRST RESORT FOR FUN
Serial Number:	86235367	MAGNOLIA HOUSE
Serial Number:	86174730	POWERHOUSE ALLEY
Serial Number:	86042660	ULTIMATE FLAIR BARTENDING CHAMPIONSHIP
Serial Number:	77470223	THE VENUE
Serial Number:	86185992	14FORTY
Serial Number:	86186015	B'MORE BREWS
Serial Number:	86163460	DARE
Serial Number:	85784474	HORSESHOE
Serial Number:	86302944	SMOKE & RYE
Serial Number:	85817842	THE SHOE
Serial Number:	85818184	THE SHOE
Serial Number:	85653307	3535
Serial Number:	86125247	ANTHOLOGY
Serial Number:	85822468	MM MILLIONAIRE MAKER
Serial Number:	86160703	PLAY BY TOTAL REWARDS
Serial Number:	86160700	PLAY BY TR
Serial Number:	86079397	SAVE. TRAVEL. EARN. REPEAT.
Serial Number:	86174849	TOTAL SNAPSHOT
Serial Number:	86160688	TOTAL VEGAS
Serial Number:	86173786	TR LIVE EVENTS
Serial Number:	86079392	WHERE WILL YOU GET AWAY?
Serial Number:	86122914	LAUNCH LOUNGE

Property Type	Number	Word Mark
Serial Number:	86122864	LINE ROLLER PASS
Serial Number:	86113159	PURPLE ZEBRA
Serial Number:	86122884	SKY SHOP
Serial Number:	86246749	THE LINQ
Serial Number:	85291466	THE LINQ
Serial Number:	85562616	THE LINQ
Serial Number:	85918927	APOSTROPHE
Serial Number:	85784404	CAESARS
Serial Number:	85434679	CAESARS
Serial Number:	85580324	CAESARS CASINO
Serial Number:	86160292	CAESARS CHALET
Serial Number:	85796866	CAESARS IMPERIUM
Serial Number:	86079489	CAESARS SLOTS
Serial Number:	85796836	IMPERIUM
Serial Number:	85480298	REIGN
Serial Number:	85959040	RESPLENDENCE STARTS HERE
Serial Number:	86305387	IMPERIUM
Serial Number:	86305371	CAESARS IMPERIUM
Serial Number:	86305248	CAESARS REPUBLIC
Serial Number:	86307934	THE LINQ
Serial Number:	86295955	SQUEEZE
Serial Number:	86263094	PEEK
Serial Number:	86252993	VELVET VEGAS

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Email: mmakover@paulweiss.com, dewilliams@paulweiss.com

Correspondent Name: Matthew S. Makover

Address Line 1: 1285 Avenue of the Americas

Address Line 4: New York, NEW YORK 10019-6064

ATTORNEY DOCKET NUMBER:	19717-041
NAME OF SUBMITTER:	Matthew S. Makover
SIGNATURE:	/Matthew S. Makover/
DATE SIGNED:	04/01/2015

Total Attachments: 23

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**NOTICE OF CHANGE OF COLLATERAL AGENT -
ASSIGNMENT OF SECURITY INTEREST IN INTELLECTUAL PROPERTY**

January 7, 2015

WHEREAS, Caesars Entertainment Operating Company, Inc. (formerly known as Harrah's Operating Company, Inc.) (the "Issuer"), Caesars World, Inc., Caesars License Company, LLC (formerly known as Harrah's License Company, LLC) and HHLV Management Company, LLC (collectively, the "Grantors") own all right, title and interest in and to the Trademarks, Copyrights and Patents listed on Schedule A hereto (the "Intellectual Property");

WHEREAS, the Issuer, the other Grantors, U.S. Bank National Association, as Collateral Agent ("US Bank") and each other party named therein are party to the Collateral Agreement, dated as of December 24, 2008 (as amended, restated, amended and restated, supplemented or otherwise modified from time to time, the "Collateral Agreement");

WHEREAS, pursuant to the Collateral Agreement, the Grantors and US Bank, in its capacity as original Collateral Agent, have entered into certain Trademark Collateral Agreements and Copyright Collateral Agreements (collectively, the "Intellectual Property Security Agreements");

WHEREAS, pursuant to the Intellectual Property Security Agreements, the Grantors have granted to US Bank, in its capacity as original Collateral Agent, for the ratable benefit of the Secured Parties, a security interest in certain intellectual property of the Grantors, including the Intellectual Property, and such security interest was recorded in the United States Patent and Trademark Office and the United States Copyright Office; and

WHEREAS, pursuant to certain Instruments of Resignation, Appointment and Acceptance (the "Agency Successor Agreements"), US Bank has resigned as Collateral Agent and Delaware Trust Company has been appointed as successor Collateral Agent (in such capacity, the "Successor Collateral Agent") under the Collateral Agreement, the Intellectual Property Security Agreements and other Indenture Documents.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each party, the parties hereby agree and confirm that:

1. US Bank has ceased to be the Collateral Agent under the Collateral Agreement, the Intellectual Property Security Agreements and other Indenture Documents, as applicable;
2. As of November 21, 2014, Delaware Trust Company became the Collateral Agent under the Collateral Agreement, the Intellectual Property Security Agreements and other Indenture Documents; and
3. Nothing herein shall be deemed to terminate or impair the continuity of the security interest in the Intellectual Property originally granted to US Bank, which security

interest is now succeeded by and transferred to Delaware Trust Company in its capacity as the Successor Collateral Agent.

All other terms and conditions are more fully set out in the Agency Successor Agreements. Unless otherwise defined herein or the context otherwise requires, the terms used in this agreement shall have the meanings provided or provided by reference in the Collateral Agreement.

[Signature Pages to Follow]

IN WITNESS WHEREOF, the parties hereto have caused this agreement to be duly executed and delivered by their respective officers thereunto duly authorized as of the day and year first above written.

DELAWARE TRUST COMPANY,
as successor Collateral Agent

By: 

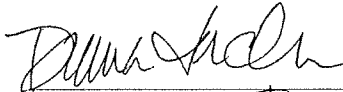
Name:

Title: Alan R. Halpern
Vice President

[Signature Page to IP Assignment Agreement]

TRADEMARK
REEL: 005490 FRAME: 0380

U.S. BANK NATIONAL ASSOCIATION,
as former Collateral Agent

By: 
Name: Diana Jacobs
Title: Vice President

[Signature Page to IP Assignment Agreement]


TRADEMARK
REEL: 005490 FRAME: 0381

AGREED AND ACKNOWLEDGED:

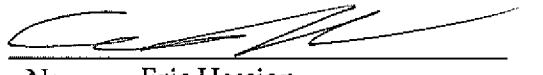
CAESARS ENTERTAINMENT
OPERATING COMPANY, INC.,
as Grantor

By: 
Name: Eric Hession
Title: Senior Vice President

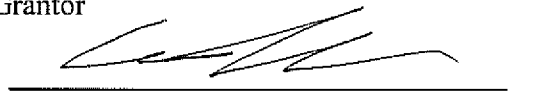
CAESARS WORLD, INC.,
as Grantor

By: 
Name: Eric Hession
Title: Treasurer

CAESARS LICENSE COMPANY, LLC,
as Grantor

By: 
Name: Eric Hession
Title: Senior Vice President

HHLV MANAGEMENT COMPANY,
LLC,
as Grantor

By: 
Name: Eric Hession
Title: Senior Vice President

SCHEDULE A

Patents and Patent Applications

Registered Owner/ Grantor	Title	Patent No. or Application No.
Caesars Entertainment Operating Company, Inc.	Bet Tracking System for Gaming Tables	5,613,912
Caesars Entertainment Operating Company, Inc.	Bet Guarantee System	5,766,075
Caesars Entertainment Operating Company, Inc.	System for the Tracking and Management of Transactions in a Pit Area of a Gaming Establishment	5,809,482
Caesars Entertainment Operating Company, Inc.	Cabinet for Gaming Machine	D422162
Caesars Entertainment Operating Company, Inc.	Resource Price Management Incorporating Indirect Value	6,993,494
Caesars Entertainment Operating Company, Inc.	Automated Service Scheduling System	6,962,531
Caesars Entertainment Operating Company, Inc.	Customer Valuation in a Resource Price Manager	7,212,978
Caesars Entertainment Operating Company, Inc.	Self-Verifying Gaming Voucher Having Secondary Machine Readable Indicia	7,118,478
Caesars Entertainment Operating Company, Inc.	Universal Comp Bank and Regional Servers for Use in Multi-Property Casino Enterprise	7,329,185
Caesars Entertainment Operating Company, Inc.	Unified Player Rewards	7,410,422
Caesars Entertainment Operating Company, Inc.	National Customer Recognition System and Method	7,419,427
Caesars Entertainment Operating Company, Inc.	Combined Cashless/Cash Gaming Machine	5,919,091
Caesars Entertainment Operating Company, Inc.	Player Tracking and Rewards Card (Flamingo)	D486515
Caesars Entertainment Operating Company, Inc.	Player Tracking and Rewards Card (Bally's)	D485860
Caesars Entertainment Operating Company, Inc.	Player Tracking and Rewards Card (Paris)	D485861
Caesars Entertainment Operating Company, Inc.	Player Tracking and Rewards Card (Las Vegas)	D485862
Caesars Entertainment Operating Company, Inc.	Player Tracking and Rewards Card (Caesar's Palace)	D486179
Caesars Entertainment Operating Company, Inc.	Automated Service Scheduling System Based on Customer Value	7,765,121
Caesars Entertainment Operating Company, Inc.	Progressive Promotional Marketing System	7,717,788
Caesars Entertainment Operating Company, Inc.	Real-Time Marketing at Gaming Machines	7,927,213
Caesars Entertainment Operating Company, Inc.	Automated Service Scheduling System Based on Customer Value	8,000,990
Caesars Entertainment Operating Company, Inc.	Real-Time Marketing at Gaming Machines	8,210,939
Caesars Entertainment Operating Company, Inc.	Skilled Based Games of Chance	8,430,733
Caesars Entertainment Operating Company, Inc.	Universal Comp Bank and Regional Servers for Use in Multi-Property Casino Enterprise	8,579,701
Caesars Entertainment Operating Company, Inc.	Skilled Based Games of Chance	13/784,552
Caesars Entertainment Operating Company, Inc.	Maximum Available Credits Withdrawal	13/037,657
Caesars Entertainment Operating Company, Inc.	Blackjack Side Bet Based on Poker Hand Formed from Dealer's Blackjack Hand	14/218,515

Trademark Registrations and Applications

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Champagne Slots	78/457601	3020236	Registered
Caesars License Company, LLC	Directbet (Block)	76/539461	2949255	Registered
Caesars License Company, LLC	Hoops on the Strip	85/554069	4194766	Registered
Caesars License Company, LLC	Park Place	73/255431	1353936	Registered
Caesars License Company, LLC	Park Place Jewelers	77/316049	3431053	Registered
Caesars License Company, LLC	Qua	78/979247	3358124	Registered
Caesars License Company, LLC	Qua Baths & Spa (Design)	78/979248	3358125	Registered
Caesars License Company, LLC	Soccer on the Strip (Block)	86/242739		Pending ITU
Caesars License Company, LLC	Toga	78/710925	3214994	Registered
Caesars License Company, LLC	CodeGreen (Logo)	77/462727	3617308	Registered
Caesars License Company, LLC	Earthurgency	77/519779	3700017	Registered
Caesars License Company, LLC	Harrah's Constellation Awards (Block)	75/148973	2057597	Registered
Caesars License Company, LLC	Harrah's Winning Together (Block)	78/510174	3032149	Registered
Caesars License Company, LLC	Play without Pain (Block)	85/521783	4186858	Registered
Caesars License Company, LLC	Spotlight on Success	75/569397	2287994	Registered
Caesars License Company, LLC	The Will To Do Wonders	77/157849	3317049	Registered
Caesars License Company, LLC	It's Not Just A Game, It's The Law (Block)	74/669228	1958131	Registered
Caesars License Company, LLC	Know When to Stop Before You Start (Block)	74/555770	1915702	Registered
Caesars License Company, LLC	Operation Bet Smart (Block)	74/406592	1855402	Registered
Caesars License Company, LLC	Project 21 (Block)	75/152041	2087604	Registered
Caesars License Company, LLC	Support Project 21 (Design)	74/044558	1634559	Registered
Caesars License Company, LLC	Responsible Gaming is our Business	78/705476	3126815	Registered
Caesars License Company, LLC	We Care. We Card.	75/668003	2321770	Registered
Caesars License Company, LLC	Glitz to Go (Logo)	85/711352	4336325	Registered
Caesars License Company, LLC	Sugar Squared	86/191823		Pending ITU
Caesars License Company, LLC	Express Play (Block)	78/154762	3323794	Registered
Caesars License Company, LLC	Harrah's Three Wishes	76/247550	3578308	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	ISpin	77/783373	3794875	Registered
Caesars License Company, LLC	Million Dollar Rewards (Logo)	77/064706	3301028	Registered
Caesars License Company, LLC	Reel Rewards (Block)	78/095058	2776841	Registered
Caesars License Company, LLC	Reel Rewards (Block)	76/358694	2708798	Registered
Caesars License Company, LLC	Share the Wealth	77/258237	3479369	Registered
Caesars License Company, LLC	Slot Finder	78/972510	3263858	Registered
Caesars License Company, LLC	Table Game Finder (logo)	77/296524	3430973	Registered
Caesars License Company, LLC	Talisman	77/580042	3850698	Registered
Caesars License Company, LLC	Three Wishes	76/072652	3395202	Registered
Caesars License Company, LLC	1-800-HARRAHS	75/242363	2118116	Registered
Caesars License Company, LLC	'37 (Logo)	77/424180	3555139	Registered
Caesars License Company, LLC	Ace's Diner	78/944004	3242478	Registered
Caesars License Company, LLC	Be Part of the Fun	77/829988	3794906	Registered
Caesars License Company, LLC	Bellissimo	77/032971	3246044	Registered
Caesars License Company, LLC	Carvings	78/732311	3141982	Registered
Caesars License Company, LLC	Club Cappuccino (Block)	75/009005	2020589	Registered
Caesars License Company, LLC	Club Cappuccino Harrah's (Design)	76/319394	2731316	Registered
Caesars License Company, LLC	Come Out and Play (Block)	78/066628	2982818	Registered
Caesars License Company, LLC	Come Out and Play (Block)	85/245367	4043454	Registered
Caesars License Company, LLC	Etc (logo)	77/424067	3577746	Registered
Caesars License Company, LLC	Everyone Plays a Part	77/461080	3577807	Registered
Caesars License Company, LLC	Fast Cash	78/154780	2863641	Registered
Caesars License Company, LLC	Fight Republic (Block)	85/346117	4100290	Registered
Caesars License Company, LLC	Fiore (Block)	74/671533	1964224	Registered
Caesars License Company, LLC	Fresh Market Square Buffet (Block letters)	78/167332	2742085	Registered
Caesars License Company, LLC	Genie (Design)	75/000570	1990167	Registered
Caesars License Company, LLC	Harrah's (Block)	85/784480		Pending ITU
Caesars License Company, LLC	Harrah's Passport (Block)	75/478478	2249650	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Harrahs.com	75/383697	2268340	Registered
Caesars License Company, LLC	iBar (Design)	78/791551	3715310	Registered
Caesars License Company, LLC	Millionaire Maker (Block)	74/700888	1979770	Registered
Caesars License Company, LLC	National Championship of Slots (Block)	74/710130	2018498	Registered
Caesars License Company, LLC	National Slot League (Block)	85/438610	4207977	Registered
Caesars License Company, LLC	NSL Logo (Color)	85/496829	4186191	Registered
Caesars License Company, LLC	PetStay (Logo)	85/150492	3984681	Registered
Caesars License Company, LLC	Play \$100 on Us!	78/771669	3154110	Registered
Caesars License Company, LLC	Stay. Play. Relax.	77/400162	3504812	Registered
Caesars License Company, LLC	The Premier Name in Casino Entertainment (Block)	74/406593	1928930	Registered
Caesars License Company, LLC	The Range (Block)	74/701587	2011189	Registered
Caesars License Company, LLC	The Reserve	77/457119	3801600	Registered
Caesars License Company, LLC	This is How We Roll	86/116415		Pending ITU
Caesars License Company, LLC	Voodoo	78/873728	3158834	Registered
Caesars License Company, LLC	Voodoo Cafe & Lounge (Design)	78/392786	3067474	Registered
Caesars License Company, LLC	Where the World Goes to Play (Block)	74/672635	2091782	Registered
Caesars License Company, LLC	You, Your Friends & Us	77/645119	3687412	Registered
Caesars License Company, LLC	Beijing Noodle No. 9	77/269189	3738566	Registered
Caesars License Company, LLC	Cascata	75/712526	2498816	Registered
Caesars License Company, LLC	Cascata	75/712527	2565667	Registered
Caesars License Company, LLC	Realm (Block)	85/303827		Pending ITU
Caesars License Company, LLC	Seahorse	78/368060	2961555	Registered
Caesars License Company, LLC	The Ilyse	86/135420		Pending ITU
Caesars License Company, LLC	Andreotti (Block)	75/646182	2335359	Registered
Caesars License Company, LLC	Fantasea Reef (Block)	75/086992	2070875	Registered
Caesars License Company, LLC	First Resort for Fun	86/185397		Pending ITU
Caesars License Company, LLC	Joy Luck Noodle Bar	77/634470	3647464	Registered
Caesars License Company, LLC	Louisiana Downs (Block)	78/197284	2874317	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Louisiana Downs Racing Horses (Design)	78/199756	2791383	Registered
Caesars License Company, LLC	Magnolia House (Block)	86/235367		Pending ITU
Caesars License Company, LLC	Open Sky Theater (block)	77/409851	3678372	Registered
Caesars License Company, LLC	Powerhouse Alley	86/174730		Pending
Caesars License Company, LLC	'ritas cantina (Design)	85/847944	4420107	Registered
Caesars License Company, LLC	Selu Garden Cafe	86/020832	4504817	Registered
Caesars License Company, LLC	Sheer	78/957904	3245005	Registered
Caesars License Company, LLC	Sphere	78/956361	3478301	Registered
Caesars License Company, LLC	Super Derby (Block)	78/199798	2788933	Registered
Caesars License Company, LLC	The Art of Gaming (Block)	75/110634	2140086	Registered
Caesars License Company, LLC	The Summit (Block)	73/040279	1019015	Registered
Caesars License Company, LLC	The Summit (Design)	73/040278	1020121	Registered
Caesars License Company, LLC	Thistledown (Block)	85/187082	3993377	Registered
Caesars License Company, LLC	TD (Logo)	85/805821	4,397,854	Registered
Caesars License Company, LLC	Ultimate Flair Bartending Championship (Design)	86/042660		Pending ITU
Caesars License Company, LLC	Verdant Hills	77/367424	3570704	Registered
Caesars License Company, LLC	Verdant Hills	78/787272	3226009	Registered
Caesars License Company, LLC	Bluesville (Block)	77/234865	3456911	Registered
Caesars License Company, LLC	Bluesville (Logo)	77/523188	3554133	Registered
Caesars License Company, LLC	Bluesville (Logo)	75/182186	2148837	Registered
Caesars License Company, LLC	Bluffs Run (Block)	76/123859	2558258	Registered
Caesars License Company, LLC	Gift Horse (Block)	74/542128	1943260	Registered
Caesars License Company, LLC	The Venue (logo)	77/470223		Pending
Caesars License Company, LLC	"Even Your Appetite Wins Here."	78/787387	3171511	Registered
Caesars License Company, LLC	"Make it right for the gambler."	78/787382	3171510	Registered
Caesars License Company, LLC	"Nobody does more for the gambler."	78/798458	3177129	Registered
Caesars License Company, LLC	14Forty	86/185992		Pending ITU
Caesars License Company, LLC	Benny's Back Room	77/547938	3678700	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	B'more Brews	86/186015		Pending ITU
Caesars License Company, LLC	Dare	86163460		Pending ITU
Caesars License Company, LLC	Four Winds (Block)	76/464872	2829389	Registered
Caesars License Company, LLC	Four Winds (Design)	76/464866	2829388	Registered
Caesars License Company, LLC	H (H in Horseshoe Design)	75/295680	2141139	Registered
Caesars License Company, LLC	Home of Best Odds & Highest Limits	75/126308	2083671	Registered
Caesars License Company, LLC	Home of Loosest Slots & Biggest Jackpots	75/126318	2099063	Registered
Caesars License Company, LLC	Home of the Best Odds, Highest Limits & Biggest Jackpots (Block)	76/424606	2726864	Registered
Caesars License Company, LLC	Horseshoe (Block)	85/784474		Pending ITU
Caesars License Company, LLC	Horseshoe (Block)	74/430595	1839688	Registered
Caesars License Company, LLC	Horseshoe (Block)	74/431062	1839764	Registered
Caesars License Company, LLC	Horseshoe (Block)	75/736249	2370824	Registered
Caesars License Company, LLC	Horseshoe (Upright Horseshoe Design)	76/160719	2567003	Registered
Caesars License Company, LLC	Horseshoe with Horseshoe Design	77/657333	3651098	Registered
Caesars License Company, LLC	It's all about the Gambler.	78/787328	3171508	Registered
Caesars License Company, LLC	Las Vegas Excitement Louisiana Style (Block)	75/009695	2045583	Registered
Caesars License Company, LLC	Million Dollar Summer Giveaway (Block)	85/290551	4024255	Registered
Caesars License Company, LLC	Never Gamble Hungry (Block)	85/045419	3932844	Registered
Caesars License Company, LLC	Nobody Books a Bigger Bet	78/795020	3177082	Registered
Caesars License Company, LLC	Number One From Day One	85/310910	4107918	Registered
Caesars License Company, LLC	Push	77/475098	3592854	Registered
Caesars License Company, LLC	Risk Is Its Own Reward (Block)	85/310764	4063390	Registered
Caesars License Company, LLC	Settle for More (Block)	85/310177	4063386	Registered
Caesars License Company, LLC	Smoke & Rye	86/302944		Pending ITU
Caesars License Company, LLC	Suitcase Man \$5,000,000 Giveaway (Logo)	77/827106	3752330	Registered
Caesars License Company, LLC	The Friendliest Folks on the River (Block)	74/570575	2004892	Registered
Caesars License Company, LLC	The Friendliest Folks on the River (Block)	74/570663	2004893	Registered
Caesars License Company, LLC	The General Manager's Club (Logo)	85/221780	4069796	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	The Shoe	85/817842		Pending ITU
Caesars License Company, LLC	The Shoe (Design in Color)	85/818184		Pending ITU
Caesars License Company, LLC	The Spread (Block)	85/383573	4151729	Registered
Caesars License Company, LLC	The Ultimate Gambling Experience	78/795483	3180709	Registered
Caesars License Company, LLC	Try Our Brand of Fun (Block)	74/691215	1970151	Registered
Caesars License Company, LLC	Village Square (Block)	75/366182	2221012	Registered
Caesars License Company, LLC	Vintage 51	77/467323	3573868	Registered
Caesars License Company, LLC	We know what gamblers want.	78/795000	3177080	Registered
Caesars License Company, LLC	We Left Restraint Off The Menu (Block)	85/311260	4063392	Registered
Caesars License Company, LLC	Where Entertainment Knows No Bounds	77/521309	3550200	Registered
Caesars License Company, LLC	3535	85/653307		Pending ITU
Caesars License Company, LLC	Coyote Kate's Slot Parlor	76/067657	2523523	Registered
Caesars License Company, LLC	Penny Ville	78/439241	2985522	Registered
Caesars License Company, LLC	Preview	77/450581	3555164	Registered
Caesars License Company, LLC	We Love What You Love	77/441450	3555159	Registered
Caesars License Company, LLC	Wild, Wild West Casino	75/106946	2837537	Registered
Caesars License Company, LLC	500 Wild Weekends (Block)	77/847280	3813474	Registered
Caesars License Company, LLC	A Whole New World of Access (Block)	77/851680	3799340	Registered
Caesars License Company, LLC	All Stage Pass (Block)	85/065039	3956175	Registered
Caesars License Company, LLC	All Stage Pass (Logo)	85/193051	3978254	Registered
Caesars License Company, LLC	Anthology	86/125247		Pending
Caesars License Company, LLC	Any Way You Spend, You Win!	77/583495	3670820	Registered
Caesars License Company, LLC	Bestseller Blitz (Block)	77/922127	3837884	Registered
Caesars License Company, LLC	Buffet of Buffets (Design)	85/007252	3870618	Registered
Caesars License Company, LLC	Choose Your Escape	77/366300	3548026	Registered
Caesars License Company, LLC	Earned Everywhere. Redeemed Anywhere.	77/582460	3615784	Registered
Caesars License Company, LLC	Great Gift Wrap Up	77/273410	3448364	Registered
Caesars License Company, LLC	HD Winning Spree	77/577794	3641113	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Hidden Jackpots (Block)	85/717216	4401552	Registered
Caesars License Company, LLC	Lucky Roller (Block)	77/738111	3727889	Registered
Caesars License Company, LLC	M Millionaire Maker (Logo)	85/822468		Pending
Caesars License Company, LLC	More (Logo)	78/290896	3039952	Registered
Caesars License Company, LLC	More Options. More Choices. More Control. (Block)	78/233159	2899472	Registered
Caesars License Company, LLC	Play by Total Rewards	86/160703		Pending ITU
Caesars License Company, LLC	Play by TR	86/160700		Pending ITU
Caesars License Company, LLC	Quick Rewards (Stylized)	78/294160	2871846	Registered
Caesars License Company, LLC	Ready. Set. Rewards.	85/198773	4007667	Registered
Caesars License Company, LLC	Reward Credits	76/505451	2847337	Registered
Caesars License Company, LLC	Save. Travel. Earn. Repeat.	86/079397		Pending ITU
Caesars License Company, LLC	Seven Stars (Block)	77/063406	3293190	Registered
Caesars License Company, LLC	Seven Stars (Block)	78/389437	2951635	Registered
Caesars License Company, LLC	Seven Stars (Design)	77/063431	3293192	Registered
Caesars License Company, LLC	Seven Stars (Stylized)	85/735150	4360376	Registered
Caesars License Company, LLC	Seven Stars Signature Event	77/475923	3632834	Registered
Caesars License Company, LLC	Shop. Earn. Redeem.	77/582944	3621214	Registered
Caesars License Company, LLC	The Great Race to Rewards	85/643271	4279275	Registered
Caesars License Company, LLC	Tier Score (Block)	85/154067	3984726	Registered
Caesars License Company, LLC	Total Choice	77/339754	3467464	Registered
Caesars License Company, LLC	Total Connect (Block)	77/919525	3929913	Registered
Caesars License Company, LLC	Total Connect (Block)	77/926718	3932464	Registered
Caesars License Company, LLC	TC Total Connect (Logo)	85/043030	3870712	Registered
Caesars License Company, LLC	Total Entertainment Experience	77/537065	3652484	Registered
Caesars License Company, LLC	Total Experiences (Block)	77/809928	3848801	Registered
Caesars License Company, LLC	Total Experiences (Block)	77/847843	3752336	Registered
Caesars License Company, LLC	Total Gold (Block)	75/199563	2131383	Registered
Caesars License Company, LLC	Total Rewards (Block)	78/893899	3213494	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Total Rewards (Block)	78/924294	3413390	Registered
Caesars License Company, LLC	Total Rewards (Block)	78/924305	3390160	Registered
Caesars License Company, LLC	Total Rewards (Block)	78/934506	3459699	Registered
Caesars License Company, LLC	Total Rewards (Block)	78/703715	3784830	Registered
Caesars License Company, LLC	Total Rewards (Block)	75/421336	2209160	Registered
Caesars License Company, LLC	Total Rewards (Block)	75/941224	2476727	Registered
Caesars License Company, LLC	Total Rewards (Block)	78/225661	2830063	Registered
Caesars License Company, LLC	Total Rewards Air (Design)	77/645077	3651057	Registered
Caesars License Company, LLC	Total Rewards Alliance (Block)	77/886092	3858245	Registered
Caesars License Company, LLC	Total Rewards Great Gift Wrap Up (logo)	77/273471	3448365	Registered
Caesars License Company, LLC	Total Rewards Marketplace (Block)	85/293000	4052944	Registered
Caesars License Company, LLC	TR Total Rewards with TR Design	85/372252	4177001	Registered
Caesars License Company, LLC	TR Total Rewards with TR Design (Color)	85/372313	4177002	Registered
Caesars License Company, LLC	Total Rock	77/671331	3676085	Registered
Caesars License Company, LLC	Total Snapshot	86/174849		Pending ITU
Caesars License Company, LLC	Total Touch	77/150003	3323748	Registered
Caesars License Company, LLC	Total Vegas	86/160688		Pending ITU
Caesars License Company, LLC	TR Design	85/374085	4432963	Registered
Caesars License Company, LLC	TR Design (Color)	85/374120	4491513	Registered
Caesars License Company, LLC	TR Getaways	86079401	4545289	Registered
Caesars License Company, LLC	TR Insider (Block)	85/383920	4184301	Registered
Caesars License Company, LLC	TR Live Events	86/173786		Pending ITU
Caesars License Company, LLC	Walk Away A Winner (Block)	77/877523	3799515	Registered
Caesars License Company, LLC	Where Will You Earn?	77/589750	3615971	Registered
Caesars License Company, LLC	Where Will You Get Away?	86079392		Pending ITU
Caesars License Company, LLC	Where Will You Play?	78/882840	3213421	Registered
Caesars License Company, LLC	WINet	75/148194	2170168	Registered
Caesars License Company, LLC	Casino Row (Design)	78/366812	2994544	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Grand GB Biloxi (Logo)	85/701599	4286319	Registered
Caesars License Company, LLC	Grand Biloxi Casino Hotel Spa (Logo)	77/745925	3731066	Registered
Caesars License Company, LLC	Grand Casino Biloxi (with pot of gold design)	74/527169	2026263	Registered
Caesars License Company, LLC	Grand Casino Tunica Mississippi (Design)	75/061670	2138187	Registered
Caesars License Company, LLC	LB'S Grill	74/537588	1943593	Registered
Caesars License Company, LLC	Market Place Buffet	74/527170	1922653	Registered
Caesars License Company, LLC	Big Easy on the Boardwalk (Block)	85/361102	4063489	Registered
Caesars License Company, LLC	Oshi (Block)	85/014470	3878307	Registered
Caesars License Company, LLC	Showboat (Block)	73/098380	1078615	Registered
Caesars License Company, LLC	Showboat (Design - Half Flower)	73/504079	1336012	Registered
Caesars License Company, LLC	Showboat (Script)	74/104648	1666140	Registered
Caesars License Company, LLC	High Roller (Block)	85/230047	4547907	Registered
Caesars License Company, LLC	Launch Lounge	86/122914		Pending ITU
Caesars License Company, LLC	Line Roller Pass	86/122864		Pending ITU
Caesars License Company, LLC	Purple Zebra (Block)	86/113159		Pending ITU
Caesars License Company, LLC	Sky Shop	86/122884		Pending ITU
Caesars License Company, LLC	The Linq	86/246749		Pending ITU
Caesars License Company, LLC	The Linq	85/154027	4543751	Registered
Caesars License Company, LLC	The Linq	85/155889	4543752	Registered
Caesars License Company, LLC	The Linq	85/155880	4250576	Registered
Caesars License Company, LLC	The Linq (logo)	85/291466		Pending ITU
Caesars License Company, LLC	The Linq (logo)	85/562616		Pending ITU
Caesars License Company, LLC	Get More Bang for your Buck ... Guaranteed!	77/028361	3460107	Registered
Caesars License Company, LLC	Tunica Roadhouse Casino & Hotel (Design)	77/802032	3794897	Registered
Caesars License Company, LLC	Tunica Roadhouse Casino & Hotel (Design)	77/802035	3797493	Registered
Caesars License Company, LLC	Adventure Elevated.	77/436939	3535278	Registered
Caesars License Company, LLC	Harveys (Block)	74/483631	2026250	Registered
Caesars License Company, LLC	Harveys (Design)	74/483632	2038045	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Harveys (Stylized)	78/821394	3154177	Registered
Caesars License Company, LLC	Harveys Casino Hotel You Can Have it All	75/295646	2240209	Registered
Caesars License Company, LLC	The Party's at Harveys (Block)	74/484989	1878054	Registered
Caesars World, Inc.	Apostrophe	85/918927		Pending ITU
Caesars World, Inc.	Appian Way	73/208395	1143658	Registered
Caesars World, Inc.	Bacchanal	72/380682	931975	Registered
Caesars World, Inc.	Caesars	85/784404		Pending ITU
Caesars World, Inc.	Caesars	85/434679		Pending ITU
Caesars World, Inc.	Caesars	72/158560	763255	Registered
Caesars World, Inc.	Caesars	72/453396	983525	Registered
Caesars World, Inc.	Caesars	72/413086	954684	Registered
Caesars World, Inc.	Caesars	73/684985	1527770	Registered
Caesars World, Inc.	Caesars	77/745347	3731048	Registered
Caesars World, Inc.	Caesars	85/018746	3877077	Registered
Caesars World, Inc.	Caesars	74/629226	1988107	Registered
Caesars World, Inc.	Caesars (Stylized)	73/297472	1186958	Registered
Caesars World, Inc.	Caesars (Stylized)	72/413085	954637	Registered
Caesars World, Inc.	Caesars (Stylized)	72/453395	1001363	Registered
Caesars World, Inc.	Caesars (Stylized)	73/684986	1527771	Registered
Caesars World, Inc.	Caesars (Stylized) with Roman Head	85/601338	4234163	Registered
Caesars World, Inc.	Caesars Casino	85/580324		Pending ITU
Caesars World, Inc.	Caesars Casino (Logo)	85/562550	4221894	Registered
Caesars World, Inc.	Caesars Chalet (Design)	86/160292		Pending
Caesars World, Inc.	Caesars Entertainment	78/274378	3021734	Registered
Caesars World, Inc.	Caesars Entertainment with Laurel Design	77/352483	3944625	Registered
Caesars World, Inc.	Caesars Imperium	85/796866		Pending ITU
Caesars World, Inc.	Caesars Man	73/712810	1531549	Registered
Caesars World, Inc.	Caesars Man (Stylized)	73/712811	1538771	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars World, Inc.	Caesars Man Emperor (Block)	77/602014	3630981	Registered
Caesars World, Inc.	Caesars Palace	72/410294	963820	Registered
Caesars World, Inc.	Caesars Palace	72/421350	963656	Registered
Caesars World, Inc.	Caesars Palace	72/300265	907693	Registered
Caesars World, Inc.	Caesars Palace	72/415187	951262	Registered
Caesars World, Inc.	Caesars Palace	73/141287	1091551	Registered
Caesars World, Inc.	Caesars Palace (Stylized) (Horizontal)	73/141327	1090494	Registered
Caesars World, Inc.	Caesars Palace (Stylized) (Horizontal)	72/421424	968212	Registered
Caesars World, Inc.	Caesars Palace (Stylized) (Horizontal)	72/410295	1004058	Registered
Caesars World, Inc.	Caesars Palace (Stylized) (Horizontal)	73/204775	1158035	Registered
Caesars World, Inc.	Caesars Palace (Stylized) (Vertical)	72/300270	907696	Registered
Caesars World, Inc.	Caesars Slots	86079489		Pending
Caesars World, Inc.	Caesars Woman	73/712812	1532553	Registered
Caesars World, Inc.	Caesars Woman (Stylized)	73/712809	1531548	Registered
Caesars World, Inc.	Caesars Woman Goddess (Block)	77/602393	3631015	Registered
Caesars World, Inc.	Caesars World	72/432162	995419	Registered
Caesars World, Inc.	Circus Maximus	72/380684	965251	Registered
Caesars World, Inc.	Cleopatra's Barge	72/446003	979106	Registered
Caesars World, Inc.	Colosseum	76/417751	3009896	Registered
Caesars World, Inc.	Conquer It All.	78/507357	3076028	Registered
Caesars World, Inc.	Cypress Street Marketplace	78/375280	2999188	Registered
Caesars World, Inc.	Emperors Club	74/216577	1743663	Registered
Caesars World, Inc.	Ferentina	74/491361	2022361	Registered
Caesars World, Inc.	Galleria	72/380686	945380	Registered
Caesars World, Inc.	Grape Girl (Design)	72/300268	884317	Registered
Caesars World, Inc.	Imperium	85/796836		Pending ITU
Caesars World, Inc.	La Piazza	74/075870	1649800	Registered
Caesars World, Inc.	Las Vegas Meetings by Caesars Entertainment (Logo)	85/191620	4141042	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars World, Inc.	Laurel Collection (Block)	85/492653	4231389	Registered
Caesars World, Inc.	Miscellaneous Design (Burnt Edge Letter) (Color)	72/368458	947706	Registered
Caesars World, Inc.	Octavius Tower	85/197796	4259939	Registered
Caesars World, Inc.	Reign (Block)	85/480298		Pending ITU
Caesars World, Inc.	Resplendence Starts Here	85/959040		Pending ITU
Caesars World, Inc.	Roman Head with Laurel Leaf (Design)	85/601352	4234164	Registered
Caesars World, Inc.	Roman Head with Laurel Leaf (Design)	78/963477	3312633	Registered
Caesars World, Inc.	Roman Plaza	78/472414	3106029	Registered
Caesars World, Inc.	Roman Rituals	85/336581	4090512	Registered
Caesars World, Inc.	Routinely Spectacular (Block)	85/006352	3902206	Registered
Caesars World, Inc.	The Forum Shops	78/753702	3249070	Registered
Caesars World, Inc.	The Forum Shops at Caesars	74/097973	1829004	Registered
Caesars World, Inc.	The Life You Were Meant To Live	77/438794	3588734	Registered
Caesars World, Inc.	The Palace Court	76/443613	2707034	Registered
Caesars World, Inc.	The Pier Shops at Caesars	78/567836	3178188	Registered
Caesars World, Inc.	Toga Teddy	73/778759	1676542	Registered
Caesars World, Inc.	Caesars Enlisting Heroes (Logo)	85/825480	4456524	Registered
Caesars World, Inc.	Caesars Foundation	85/173932	3978086	Registered
Caesars World, Inc.	Caesars Foundation (Design)	85/175431	3978154	Registered
Caesars World, Inc.	Chariot Run	76/535651	2868896	Registered
Caesars World, Inc.	Chariot Run (Design)	76/535650	2855799	Registered
Caesars World, Inc.	Imperium	86/305387		Pending ITU
Caesars World, Inc.	Caesars Imperium	86/305371		Pending ITU
Caesars World, Inc.	Caesars Republic	86/305248		Pending ITU
Caesars World, Inc.	The Pier Shops at Caesars	77/045400	3367765	Registered
Caesars License Company, LLC	The Linq	86/307934		Pending ITU
Caesars License Company, LLC	Squeeze	86/295955		Pending
Caesars License Company, LLC	Peek	86/263094		Pending

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Velvet Vegas	86/252993		Pending ITU
Caesars License Company, LLC	Harrah's	85/318483	4063415	Registered
Caesars License Company, LLC	Harrah's	78/971741	3268351	Registered
Caesars License Company, LLC	Qua Baths & Spa	78/920624	3407212	Registered
Caesars License Company, LLC	Qua	78/920618	3407211	Registered
Caesars License Company, LLC	TR	78/771958	3386529	Registered
Caesars License Company, LLC	Harrah's	78/249083	2843123	Registered
Caesars License Company, LLC	Luck Ambassador	78/481496	3402943	Registered
Caesars License Company, LLC	Set for Life!	78/478051	3495963	Registered
Caesars License Company, LLC	Fast Cash	78/154778	2880289	Registered
Caesars License Company, LLC	Earning Is Half The Fun	77/497597	3554091	Registered
Caesars License Company, LLC	Tahoe Perspective	77/357824	3467710	Registered
Caesars License Company, LLC	Parade of Prizes	77/318210	3473553	Registered
Caesars License Company, LLC	Showboat the Mardi Gras Casino	77/267578	3408900	Registered
Caesars License Company, LLC	Harrah's Foundation	77/264878	3408891	Registered
Caesars License Company, LLC	Hot Gifts. Cool Million.	77/253712	3408859	Registered
Caesars License Company, LLC	Push Your Luck	77/243510	3405117	Registered
Caesars License Company, LLC	Embracing Diversity For The Common Good	77/243269	3444215	Registered
Caesars License Company, LLC	Sycamores On The Creek	77/210760	3372704	Registered
Caesars License Company, LLC	That's More Like It.	77/194134	3372631	Registered
Caesars License Company, LLC	Las Vegas Meetings By Harrah's Entertainment	77/184425	3404551	Registered
Caesars License Company, LLC	How Suite It Is	77/165309	3392671	Registered
Caesars License Company, LLC	Total Rewards Access	77/144942	3432308	Registered
Caesars License Company, LLC	Harrah's Lucky-Break	77/132414	3351300	Registered
Caesars License Company, LLC	Total Rewards Set Sail Dream Cruise Giveaway	77/105090	3389578	Registered
Caesars License Company, LLC	Harrah's	77/063135	3285300	Registered
Caesars License Company, LLC	Bally	75/823120	2377709	Registered
Caesars License Company, LLC	Harrah's Casino	75/356576	2176952	Registered

Registered Owner/ Grantor	Trademark	App. No.	Reg. No.	Status
Caesars License Company, LLC	Harrah's	74/257775	1831759	Registered
Caesars License Company, LLC	Bally's	74/711619	2048291	Registered
Caesars License Company, LLC	Harrahs	74/615040	1937292	Registered
Caesars License Company, LLC	Bally's Saloon & Gambling Hall	74/538625	1955699	Registered
Caesars License Company, LLC	Harrahs	74/514951	1946083	Registered
Caesars License Company, LLC	Harrah's	74/514836	1957088	Registered
Caesars License Company, LLC	Mr. Ming's	74/395750	1835833	Registered
Caesars License Company, LLC	Bally	74/155686	1909427	Registered
Caesars License Company, LLC	Bally	74/063579	1646697	Registered
Caesars License Company, LLC	Harrah's	73/419756	1295055	Registered
Caesars License Company, LLC	Harrahs	73/419468	1297101	Registered
Caesars License Company, LLC	Bally's	73/809446	1581959	Registered
Caesars License Company, LLC	Bally	73/687446	1552562	Registered
Caesars License Company, LLC	Bally's	73/666822	1523910	Registered
Caesars License Company, LLC	Bally's	73/666811	1515843	Registered
Caesars License Company, LLC	Harrah's	73/310979	1237716	Registered
Caesars License Company, LLC	Harrah's	73/101437	1067887	Registered
Caesars License Company, LLC	Bally	73/024101	1012119	Registered
Caesars License Company, LLC	Bally	71/532200	0505218	Registered

Copyright Registrations and Applications

Registered Owner/ Grantor	Copyright	Reg. No.	Registration Date
Caesars License Company, LLC	A Course of Study for Pai Gow	TXu191246	3/20/1985
Caesars License Company, LLC	Amerscot's Claridge	VA526282	9/8/1992
Caesars License Company, LLC	Bally's First Invitational Billy Weinberger Craps Tournament	TX1085813	1/31/1983
Caesars License Company, LLC	Bally's Game Protection Series - Baccarat	PAu1230598	4/14/1989
Caesars License Company, LLC	Bally's Game Protection Series - Blackjack	PAu1125879	3/25/1988
Caesars License Company, LLC	Bally's Game Protection Series - Craps	PAu1119683	1/11/1988
Caesars License Company, LLC	Bally's Game Protection Series - Roulette	PAu1230636	4/14/1989
Caesars License Company, LLC	Casino Cage Cashier Training	PAu1118920	3/31/1988
Caesars License Company, LLC	Claridge UWC Software	TXu683661	11/21/1994
Caesars License Company, LLC	FOCAS	TXu480831	8/5/1991
Caesars License Company, LLC	Taltek Claridge	TXu331658	7/18/1988
Caesars License Company, LLC	Hidden Paycheck	PAu1276592	9/14/1989
Caesars License Company, LLC	Million Dollar Blackjack Tournament Rules	TX5810725	7/15/2003
Caesars License Company, LLC	Toga Teddy	VA306424	4/19/1988
Caesars License Company, LLC	Employee Impact Study Copyright	TX-4-641-600	10/2/1997
Caesars License Company, LLC	Harrah's Performance Evaluations Copyright 1991	TXu518631	4/28/1992
Caesars License Company, LLC	Harrah's Profile of the American Casino Gambler 2006	TX6-437-866	9/22/2006
Caesars License Company, LLC	Harrah's Responsible Gaming Manual	TX4-990-226	4/28/1999
Caesars License Company, LLC	Harrah's Responsible Gaming Manual Copyright	TX 4-330-965	8/1/1996
Caesars License Company, LLC	Harrah's Survey of Casino Entertainment Copyright (1997)	TX4-640-926	10/2/1997
Caesars License Company, LLC	Harrah's Survey Profile of an American Gambler (2002)	TX5-725-938	8/16/2002
Caesars License Company, LLC	Harrah's Survey: Profile of the American Casino Gambler 2004	TX 6-252-148	9/9/2005
Caesars License Company, LLC	ISpin Copyright	TX0007109747	11/17/2009

Registered Owner/ Grantor	Copyright	Reg. No.	Registration Date
Caesars License Company, LLC	Performance Planning/Evaluation Forms Copyright	TXU530873	8/11/1992
Caesars License Company, LLC	Recruiting/Interviewing Handbook Copyright	TX433603	8/18/1990
Caesars License Company, LLC	Selection Interview Copyright Materials	TX431608	8/17/1990
Caesars License Company, LLC	The Harrah's Survey of Casino Entertainment -1994	TX3-802-270	5/9/1994
Caesars License Company, LLC	The Harrah's Survey of U.S. Casino Entertainment - 1995 Edition	TX0004187830	2/29/1996
Caesars License Company, LLC	The Harrah's Survey of U.S. Casino Entertainment - 1996 Edition	TX 4 264 485	4/8/1996
Caesars License Company, LLC	The Harrah's Survey of U.S. Casino Gaming Entertainment - 1993	TX 3 537 574	4/14/1993
Caesars License Company, LLC	The Promus Companies Idea Trade (1993) Copyright	TXU588-062	8/23/1994
Caesars License Company, LLC	The Promus Companies Supervisory Feedback Survey (1993)	TXU588-061	8/23/1994
Caesars License Company, LLC	Welcome to Food and Beverage Orientation Copyright	TX 4-355-383	8/6/1996
Caesars License Company, LLC	1933 Weymann Duesenberg Automobile Liquor Decanter	VAu000029223	10/14/1981
Caesars License Company, LLC	Alligator Sculpture Copyright	VAU-420-946	1/14/1998
Caesars License Company, LLC	Better People Commercial Copyright	TX400874	12/5/1988
Caesars License Company, LLC	Great Time. Every Time. Television Commercial Copyright	PA719-143	8/30/1994
Caesars License Company, LLC	Harrah's Premier Commercials Copyright	PA 884-047	3/17/1998
Caesars License Company, LLC	Harrah's Song	SR 375-408	9/19/2005
Caesars License Company, LLC	Harrah's Television Commercial: "Fearsome Threesome"	PA 884-686	4/29/1998
Caesars License Company, LLC	Harrah's Television Commercial; "Champagne"	PA 901-130	4/29/1998
Caesars License Company, LLC	Copyright of Total Track Computer Software (1998)	TX 4-797-105	5/26/1998
Caesars License Company, LLC	Harrah's Seven Stars Card	VA 1-670-919	6/9/2009
Caesars License Company, LLC	Harrah's Total Rewards Diamond Card	VA 1-670-926	6/9/2009
Caesars License Company, LLC	Harrah's Total Rewards Gold Card	VA 1-670-928	6/9/2009

Registered Owner/ Grantor	Copyright	Reg. No.	Registration Date
Caesars License Company, LLC	Harrah's Total Rewards Platinum Card	VA 1-670-923	6/9/2009
Caesars License Company, LLC	Jesters Wild (Copyright)	VAU-350-838	10/18/1995
Caesars License Company, LLC	Sportsline: Show No. 1	PA282171	2/18/1986
Caesars License Company, LLC	Sportsline: Show No. 2	PA282172	2/18/1986
Caesars License Company, LLC	Sportsline: Show No. 3	PA282173	2/18/1986
Caesars License Company, LLC	Sportsline: Show No. 4	PA282174	2/18/1986
Caesars License Company, LLC	Teleservices Workstation Manager - Version 2.1	TX4-978-188	5/15/1999
Caesars License Company, LLC	Teleservices Workstation Source Code Copyright	TX4-746-210	3/30/1998
Caesars License Company, LLC	WINet Architecture	TX4-572-221	5/16/1997
Caesars License Company, LLC	WINet Program Application	TX4-572-222	5/16/1997
Caesars License Company, LLC	Caesars Palace place mat. K88582	NA	NA
Caesars License Company, LLC	Caesars Palace place mat. K79369	NA	NA
Caesars License Company, LLC	Jubilee!	PAu 2-256-656	4/1/1998
Caesars License Company, LLC	Jubilee!	PAu 2-206-116	2/13/1998
Caesars License Company, LLC	Caesar's Pizza Palace	VAu 16-241	11/14/1979
Caesars License Company, LLC	Harrah's Cowboy Bill Figure	VA 1-691-755	4/10/2009