

11-27-1998

MRO 11-20-98

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To the Honorable Commissioner of Patents and Trademarks.

attached original documents or copy thereof:

1. Name of conveying party(ies):
 John M. Boushy, Bruce C. Rowe and Jayme D. Sevigny

Additional name(s) of conveying party(ies) attached?
 Yes No

2. Name and address of receiving party(ies):
 Name: Harrah's Operating Company, Inc.

Internal Address:

Street Address: 1023 Cherry Road

City: Memphis

State: TN Zip: 38117

Additional name(s) & address(es) attached?
 Yes No

3. Nature of Conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other: _____

Execution Date: November 5, 1998
November 6, 1998
November 9, 1998

4. Application number(s) or patent number(s):
 If this document is being filed together with a new application, the execution date of the application is: _____

A. Patent Application No.(s):
 09/087,619

B. Patent No.(s):

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Robert R. Sachs, Esq.
 Internal Address: Fenwick & West LLP
 Street Address: Two Palo Alto Square
 City: Palo Alto State: CA Zip Code: 94306

6. Total number of applications and patents involved: [1]

7. Total fee (37 CFR 3.41): \$40.00
 Enclosed
 Fee Transmittal Enclosed

8. Deposit Account No.: 19-2555

DO NOT USE THIS SPACE

9. Statement and signature:
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Robert R. Sachs, Reg. No. 42,120
 Attorney, Reg No.

Signature

11/16/98
 Date

Total number of pages including cover sheet, attachments, documents: [4]

11/27/1998 JSHABAZZ 00000059 09087619

Mail documents to be recorded with required cover sheet information to:

01 FC:581

40.00 DP

Box Assignment, Commissioner For Patents and Trademarks

Washington, D.C. 20231

Case Docket No.: 3262

ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Harrah's Operating Company, Inc., a Delaware corporation, having a place of business at 1023 Cherry Road, Memphis, Tennessee 38117 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the application for United States Letters Patent entitled: **CUSTOMER WORTH DIFFERENTIATION BY SELECTIVE ACTIVATION OF PHYSICAL INSTRUMENTALITIES WITHIN THE CASINO** ("APPLICATION"), which:

is to be filed herewith

was filed on May 29, 1998, now bearing U.S. serial number 09/087,619

and for which a Declaration was executed by INVENTOR on the date(s) below; and

2. The entire worldwide right, title, and interest in and to:
 (a) the APPLICATION, including any right of priority; (b) any divisional, continuation, substitute, renewal, reissue, and other related applications thereto which have been or may be filed in the United States or elsewhere in the world; and (c) any patents which may be granted on the applications set forth in (a) and (b) above.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has made or will make hereafter no assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

Title of Document: ASSIGNMENT

Re: Title: Customer Worth Differentiation by Selective Activation of Physical Instrumentalities Within the Casino
Filed: (if applicable) May 29, 1998
Serial No.: (if applicable) 09/087,619

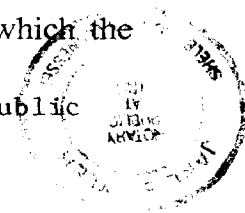
This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

Name and Signature	Date of Signature	Date Declaration Executed By This Person
<u>John M. Boushy</u>	<u>11/5/98</u>	<u>11/5/98</u>

State of Tennessee
County of Shelby

On November 5, 1998 before me, Jane E. Tyler personally appeared John M. Boushy personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Jane E. Tyler
Jane E. Tyler, Notary Public



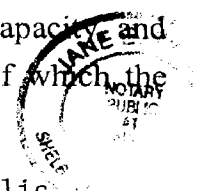
My Commission Expires June 20, 2000

Name and Signature	Date of Signature	Date Declaration Executed By This Person
<u>Bruce C. Rowe</u>	<u>11/9/98</u>	<u>11/9/98</u>

State of Tennessee
County of Shelby

On November 9, 1998 before me, Jane E. Tyler personally appeared Bruce C. Rowe personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Jane E. Tyler
Jane E. Tyler, Notary Public



Case Docket # 3262
19538-03262/766685
My Commission Expires June 20, 2000

Title of Document: ASSIGNMENT

Re: Title: Customer Worth Differentiation by Selective Activation of Physical Instrumentalities Within the Casino
Filed: (if applicable) May 29, 1998
Serial No.: (if applicable) 09/087,619

Name and Signature	Date of Signature	Date Declaration Executed By This Person
x <u>Jayne D. Sevigny</u> Jayne D. Sevigny	x <u>11/6/98</u>	x <u>11/6/98</u>

State of Tennessee
County of Shelby

On November 6, 1998 before me, Jane E. Tyler personally appeared Jayne D. Sevigny personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Jane E. Tyler
Jane E. Tyler, Notary Public

My Commission Expires
June 20, 2000

