

03-25-2003

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P08/REV03

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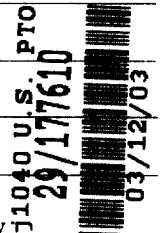
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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): 3-12-03  
**Todd True**  
  
Additional names(s) of conveying party(ies)  Yes  No

2. Name and address of receiving party(ies):  
Name: **PARK PLACE ENTERTAINMENT CORPORATION**  
Internal Address: \_\_\_\_\_  
Street Address: **3930 Howard Hughes Parkway**  
City: **Las Vegas** State: **NV** ZIP: **89109**  
  
Additional name(s) & address(es) attached?  Yes  No




3. Nature of conveyance:  
 Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_  
Execution Date: **March 7, 2003**

4. Application number(s) or patent numbers(s): 29 177610  
If this document is being filed together with a new application, the execution date of the application is: **March 7, 2003**  
A. Patent Application No.(s) **03/18/2003 BSAYASI1 00000090 29177610**  
**03 FC:8021 40.00 OP**  
B. Patent No.(s) \_\_\_\_\_  
Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: **Ronald E. Brown**  
Internal Address: **Pitney, Hardin, Kipp & Szuch LLP**  
  
Street Address: **685 Third Avenue**  
  
City: **New York** State: **NY** ZIP: **10017**

6. Total number of applications and patents involved: **1**  
7. Total fee (37 CFR 3.41):.....\$ **40.00**  
 Enclosed - Any excess or insufficiency should be credited or debited to deposit account  
 Authorized to be charged to deposit account  
8. Deposit account number:  
**50-1147**  
(Attach duplicate copy of this page if paying by deposit account)

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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.*  
**Ronald E. Brown**  **March 12, 2003**  
Name of Person Signing Signature Date

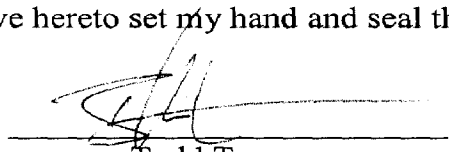
Total number of pages including cover sheet, attachments, and document: **3**

A S S I G N M E N T

FOR ONE DOLLAR (\$1.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, **TODD TRUE**, being the inventor of certain improvements in **PLAYER TRACKING AND REWARDS CARD** hereby assign unto **PARK PLACE ENTERTAINMENT CORPORATION**, a corporation organized and existing under the laws of the state of Delaware, and having a principal place of business at 3930 Howard Hughes Parkway, Las Vegas, Nevada 89109, the entire right, title and interest in and to such invention, together with the patent rights and rights of protection to the same throughout the world, including any patent rights which may result from the application for United States Letters Patent executed on even date herewith and preparatory to obtaining Letters Patent of the United States therefor and in and to any and all divisions, reissues, continuations and extensions thereof and in and to any Letters Patent that may be granted thereon; said invention, application and Letters Patent to be held and enjoyed by the said assignee for its own use and behoof and for the use and behoof of its successors and assigns, to the full end of the term from which said Letters Patent or other rights of protection may be granted, as fully and as entirely as the same would have been held and enjoyed by us had this assignment and sale not been made.

AND I COVENANT, AGREE AND WARRANT that I have a full and unencumbered title to the invention hereby assigned, and I further covenant and agree that I will, at any time upon request, without further compensation, execute and deliver any and all papers or instruments that in the opinion of the assignee may be necessary or desirable to secure said assignee the full enjoyment of the rights and properties herein conveyed or intended to be conveyed.

IN WITNESS WHEREOF, I have hereto set my hand and seal this \_\_\_\_\_ day of February, 2003.

  
\_\_\_\_\_  
Todd True 3/7/03

STATE OF            )  
COUNTY OF        ) ss.:

On this \_\_\_\_\_ day of February, 2003, before me, a Notary Public, personally appeared Todd True, to me known and known to me to be the individual named in and who executed the foregoing instrument, and he being by me first duly sworn, did acknowledge that he executed the same as his own free act and deed and as and for the purposes therein set forth.

\_\_\_\_\_  
Notary Public

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

STATE OF CALIFORNIA )

COUNTY OF SAN FRANCISCO )

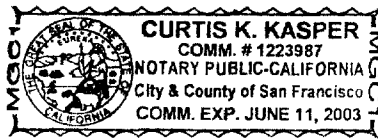
On MARCH 7, 2003 before me, CURTIS K. KASPER, NOTARY PUBLIC  
DATE NAME, TITLE OF OFFICER - E.G., "JANE DOE, NOTARY PUBLIC"

personally appeared, TODD TRUE

personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Curtis K. Kasper (SEAL)  
NOTARY PUBLIC SIGNATURE



**OPTIONAL INFORMATION**

THIS OPTIONAL INFORMATION SECTION IS NOT REQUIRED BY LAW BUT MAY BE BENEFICIAL TO PERSONS RELYING ON THIS NOTARIZED DOCUMENT.

TITLE OR TYPE OF DOCUMENT Assignment of Improvements

DATE OF DOCUMENT 03/07/2003 NUMBER OF PAGES 1

SIGNER(S) OTHER THAN NAMED ABOVE None

SIGNER'S NAME \_\_\_\_\_ SIGNER'S NAME \_\_\_\_\_

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