

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Security Interest in Trademark Collateral

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
U.S. Bank National Association, as Collateral Agent		08/31/2010	National Association:

RECEIVING PARTY DATA

Name:	Harrah's License Company, LLC
Street Address:	One Harrah's Court
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89119
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA

PROPERTY NUMBERS Total: 58

Property Type	Number	Word Mark
Registration Number:	3106584	BEEF BARRON
Registration Number:	1243194	CITY LITES
Registration Number:	1948975	FLAMINGO
Registration Number:	2517266	FLAMINGO
Registration Number:	2517267	FLAMINGO
Registration Number:	2350265	
Registration Number:	2514373	FLAMINGO LAS VEGAS
Registration Number:	2516588	FLAMINGO LAS VEGAS
Registration Number:	1820290	FRUIT BASKET BUFFET
Registration Number:	3631248	O'SHEAS
Registration Number:	1692034	O'SHEAS CASINO
Registration Number:	3659293	PINK BEAN
Registration Number:	2986903	PINK GINGER
Registration Number:	2974511	BE INSPIRED

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Registration Number:	2407315	C'EST SI BON
Registration Number:	3530914	EVERYTHING'S SEXIER IN PARIS
Registration Number:	3026776	GIGI PARIS
Registration Number:	2934998	JACQUES
Registration Number:	2475977	PARIS
Registration Number:	3355033	PARIS
Registration Number:	3361414	PARIS
Registration Number:	2527696	PARIS
Registration Number:	3198006	PARIS LAS VEGAS
Registration Number:	3190882	PARIS LAS VEGAS
Registration Number:	2432163	PARIS LAS VEGAS
Registration Number:	2914614	PARIS LAS VEGAS
Registration Number:	2914615	PARIS LAS VEGAS
Registration Number:	2849732	BEVERTAINERS
Registration Number:	3077332	BEVERTAINMENT
Registration Number:	2085147	BUZIOS
Registration Number:	1827883	CARNIVAL WORLD BUFFET
Registration Number:	2709302	EXOTIC. UNINHIBITED. FUN.
Registration Number:	3213527	GO WILD
Registration Number:	1697110	IPANEMA GIRLS
Registration Number:	3126836	JANELAS RESTAURANT & BAR
Registration Number:	3012833	MISS RIO
Registration Number:	2459105	PLAYRIO.COM
Registration Number:	1845968	RIO
Registration Number:	1997791	RIO
Registration Number:	1908880	RIO
Registration Number:	1984925	RIO
Registration Number:	1997790	RIO
Registration Number:	1845967	RIO
Registration Number:	2739407	RIO ALL-SUITE HOTEL & CASINO LAS VEGAS
Registration Number:	2739406	RIO ALL-SUITE HOTEL & CASINO LAS VEGAS
Registration Number:	2715239	RIO JAVA
Registration Number:	2207791	RIO LAS VEGAS
Registration Number:	2053740	RIO LAS VEGAS
Registration Number:	2207792	RIO LAS VEGAS

Registration Number:	2221028	RIO LAS VEGAS
Registration Number:	1793006	RIO RITA
Registration Number:	1714332	RIO RITA'S
Registration Number:	2223924	RIO SECCO GOLF CLUB
Registration Number:	1757490	RIO SUITE HOTEL&CASINO
Registration Number:	1779291	SNEAKY QUEENS
Serial Number:	77931508	CLUB RIO
Serial Number:	77151027	SAMBA THEATRE
Serial Number:	77937772	KGB

CORRESPONDENCE DATA

Fax Number: (212)504-6666
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 504-6423
Email: jeffrey.liao@cwt.com
Correspondent Name: Jeffrey Z.Y. Liao, Esq.
Address Line 1: Cadwalader, Wickersham & Taft LLP
Address Line 2: One World Financial Center
Address Line 4: New York, NEW YORK 10281

ATTORNEY DOCKET NUMBER:	94987.010
NAME OF SUBMITTER:	Jeffrey Z.Y. Liao
Signature:	/Jeffrey Z.Y. Liao/
Date:	09/07/2010

Total Attachments: 8
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**RELEASE OF SECURITY INTEREST
IN TRADEMARK COLLATERAL**

This RELEASE, effective as of August 31, 2010, is made by U.S. Bank National Association, as Collateral Agent (as defined below), in favor of Harrah's License Company, LLC ("**Company**") as follows:

W I T N E S S E T H

WHEREAS, Harrah's Operating Company, Inc. (and each Subsidiary Party signatory thereto, including the Company) (each, a "**Pledgor**"), entered into that certain Trademark Collateral Agreement, dated December 24, 2008 (as may be supplemented from time to time) ("**Security Agreement**"), in favor of U.S. Bank National Association, as collateral agent (the "**Collateral Agent**"), pursuant to that certain Collateral Agreement dated and effective as of December 24, 2008 (the "**Collateral Agreement**") in favor of the Collateral Agent to which each Pledgor is a party and that certain indenture, dated as of December 24, 2008, among Harrah's Operating Company, Inc., Harrah's Entertainment, Inc. and U.S. Bank National Association ("**Indenture**");

WHEREAS, pursuant to the Collateral Agreement and Security Agreement, the Pledgors granted the Collateral Agent, on a second-priority basis, a security interest, in and to various trademark registrations and applications for registration owned by each respective Pledgor (the "**Trademark Collateral**"), including the Company's grant of a security interest in all of its right, title and interest in the trademark registrations and trademark applications set forth on Schedule 1 attached hereto (the "**Assigned Trademarks**");

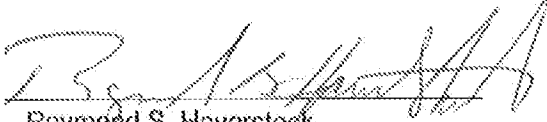
WHEREAS, Company has disposed of the Assigned Trademarks to a third party and has requested that Collateral Agent release its security interest in the Assigned Trademarks;

WHEREAS, the Collateral Agreement and Security Agreement shall continue to remain in full force and effect with respect to the remainder of the Trademark Collateral but excluding the Assigned Trademarks;

NOW, THEREFORE, the Collateral Agent, without recourse, representation or warranty and at Company's sole cost and expense, hereby RELEASES all of its right, title and interest in and to each of the Assigned Trademarks and all of the goodwill associated with the Assigned Trademarks.

IN WITNESS WHEREOF, the Collateral Agent has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

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

By: 
Name: Raymond S. Haverstock
Title: Vice President

SCHEDULE 1

Jurisdiction	Trademark	Appl. No.	Filing Date	Reg. No.	Reg. Date	Status
U.S.	Beef Barron	78/660725	6/29/2005	3106584	6/20/2006	Registered
U.S.	City Lites	73/337024	11/13/1981	1243194	6/21/1983	Registered
U.S.	Flamingo	74/636612	2/21/1995	1948975	1/16/1996	Registered
U.S.	Flamingo (Stylized)	76/229989	3/22/2001	2517266	12/11/2001	Registered
U.S.	Flamingo (Stylized)	76/229990	3/22/2001	2517267	12/11/2001	Registered
U.S.	Flamingo Bird Design (Only)	75/769538	8/6/1999	2350265	5/16/2000	Registered
U.S.	Flamingo Las Vegas	76/006767	3/22/2000	2514373	12/4/2001	Registered
U.S.	Flamingo Las Vegas	76/006766	3/22/2000	2516588	12/11/2001	Registered
U.S.	Fruit Basket Buffet (Design)	74/388553	5/11/1993	1820290	2/8/1994	Registered
U.S.	O'Sheas (Block)	77/606233	11/3/2008	3631248	6/2/2009	Registered
U.S.	O'Sheas Casino (Design)	74/163977	5/6/1991	1692034	6/9/1992	Registered
U.S.	Pink Bean (Block)	77/603247	10/29/2008	3659293	7/21/2009	Registered
U.S.	Pink Ginger	76/560742	11/17/2003	2986903	8/23/2005	Registered
Nevada	Alta Villa			E0095822009-4	2/19/2009	Registered
Nevada	Bugsy's Bar			34,409	12/27/2001	Registered
Nevada	Club Flamingo			24,530	6/27/1991	Registered
Nevada	Get a Little Irish in Ya! (Block)			E0681252007-3	9/26/2007	Registered
Nevada	Liquid Assets (Block)			E033602010-0	6/30/2010	Registered
Nevada	Paradise Garden Buffet (Design)			30,208	8/14/1997	Registered
Nevada	Steakhouse46			E0590452006-6	8/9/2006	Registered
Nevada	The 18 Hour Happy Hour			E0776432006-8	10/20/2006	Registered
Nevada	Voga			E0020142008-2	1/8/2008	Registered
Australia	Flamingo	620,549	1/17/1994	620,549	1/17/1994	Registered
Australia	Flamingo (Design)	634,872	7/13/1994	634,872	7/13/1994	Registered
Egypt	Flamingo	88984	11/15/1993	88984	10/15/1996	Registered
Egypt	Flamingo	88986	11/15/1993	88986	5/18/1999	Registered
Egypt	Flamingo	88988	11/15/1993	88988	10/17/1996	Registered
Greece	Flamingo (Design)	118,593	4/6/1994	118,593	4/6/1994	Registered
Greece	Flamingo (Design)	118,594	4/6/1994	118,594	4/6/1994	Registered

Jurisdiction	Trademark	Appl. No.	Filing Date	Reg. No.	Reg. Date	Status
U.S.	Be Inspired	78/366079	2/11/2004	2974511	7/19/2005	Registered
U.S.	C'est Si Bon	75/728104	6/14/1999	2407315	11/21/2000	Registered
U.S.	Everything's Sexier in Paris	77/451232	4/17/2008	3530914	11/11/2008	Registered
U.S.	Gigi Paris	78/381582	3/10/2004	3026776	12/13/2005	Registered
U.S.	Jacques	78/379402	3/5/2004	2934998	3/22/2005	Registered
U.S.	Paris	74/653425	3/29/1995	2475977	8/7/2001	Registered
U.S.	Paris	77/074187	1/2/2007	3355033	12/18/2007	Registered
U.S.	Paris (Design)	77/070558	12/22/2006	3361414	1/1/2008	Registered
U.S.	Paris (Stylized)	74/703331	7/18/1995	2527696	1/8/2002	Registered
U.S.	Paris Las Vegas (Design)	78/320459	10/29/2003	3198006	1/16/2007	Registered
U.S.	Paris Las Vegas (Design)	78/319829	10/28/2003	3190882	1/2/2007	Registered
U.S.	Paris Las Vegas (Design)	75/622575	1/14/1999	2432163	2/27/2001	Registered
U.S.	Paris Las Vegas (Design)	78/319907	10/28/2003	2914614	12/28/2004	Registered
U.S.	Paris Las Vegas (Design)	78/320257	10/29/2003	2914615	12/28/2004	Registered
Nevada	Cafe Belle Madeleine (Logo)			E0025682010-5	1/15/2010	Registered
Nevada	du Parc			32,653	1/25/2000	Registered
Nevada	Eiffel Tour			32,363	9/30/1999	Registered
Nevada	Gustav's Bar			32,646	1/25/2000	Registered
Nevada	JJ'S Boulangerie			32,649	1/25/2000	Registered
Nevada	La Cave (Design)			32,596	12/29/1999	Registered
Nevada	La Menagerie de Paris			32,373	9/30/2004	Registered
Nevada	La Vogue			32,370	9/30/1999	Registered
Nevada	L'art de Paris			32,371	9/30/1999	Registered
Nevada	Le Bar du Sport			32,647	1/25/2000	Registered
Nevada	Le Cafe du Parc			32,705	2/2/2000	Registered
Nevada	Le Cafe Ile St. Louis			32,660	1/25/2000	Registered
Nevada	Le Journal			32,365	9/30/1999	Registered
Nevada	Le Provençal			32,671	1/25/2000	Registered
Nevada	Le Salon Des Tables			32,645	1/25/2000	Registered
Nevada	Le Village Buffet (Design)			32,654	1/24/2000	Registered
Nevada	Lenotre			32,369	9/30/1999	Registered
Nevada	Les Elements			32,368	9/30/1999	Registered
Nevada	Les Enfants			32,372	9/30/1999	Registered

Jurisdiction	Trademark	Appl. No.	Filing Date	Reg. No.	Reg. Date	Status
Nevada	Les Memoires			32,367	9/30/1999	Registered
Nevada	Napoleon's			32,648	1/25/2000	Registered
Nevada	Paris			32,879	3/28/2000	Registered
Nevada	Paris (Stylized)			32,878	3/28/2000	Registered
Nevada	Presse			32,366	9/30/1999	Registered

Jurisdiction	Trademark	Appl. No.	Filing Date	Reg. No.	Reg. Date	Status
U.S.	Bevertainer (Block)	78/217653	2/21/2003	2849732	6/1/2004	Registered
U.S.	Bevertainment (Block)	78/217642	2/21/2003	3077332	4/4/2006	Registered
U.S.	Buzios (Block)	74/442023	9/29/1993	2085147	8/5/1997	Registered
U.S.	Carnival World Buffet (Block)	74/401180	6/14/1993	1827883	3/22/1994	Registered
U.S.	Club Rio (Design)	77/931508	2/9/2010			Filed
U.S.	Exotic. Uninhibited. Fun.	76/438775	8/6/2002	2709302	4/22/2003	Registered
U.S.	Go Wild	78/911523	6/19/2006	3213527	2/27/2007	Registered
U.S.	Ipanema Girls (Block)	74/021847	1/23/1990	1697110	6/23/1992	Registered
U.S.	Janelas (Design)	78/706472	9/2/2005	3126836	8/8/2006	Registered
U.S.	Miss Rio	78/159715	8/30/2002	3012833	11/8/2005	Registered
U.S.	Playrio.com (Block)	75/742469	7/2/1999	2459105	6/12/2001	Registered
U.S.	Rio (Block)	74/442024	9/29/1993	1845968	7/19/1994	Registered
U.S.	Rio (Block)	74/442025	9/29/1993	1997791	9/3/1996	Registered
U.S.	Rio (Sign Design)	74/442012	9/29/1993	1908880	8/1/1995	Registered
U.S.	Rio (Sign Design)	74/442018	9/29/1993	1984925	7/9/1996	Registered
U.S.	Rio (Stylized Script)	74/442020	9/29/1993	1997790	9/3/1996	Registered
U.S.	Rio (Stylized Script)	74/442021	9/29/1993	1845967	7/19/1994	Registered
U.S.	Rio All-Suite Hotel & Casino Las Vegas	75/732713	6/21/1999	2739407	7/22/2003	Registered
U.S.	Rio All-Suite Hotel & Casino Las Vegas	75/732712	6/21/1999	2739406	7/22/2003	Registered
U.S.	Rio Java (Design)	76/352432	12/26/2001	2715239	5/13/2003	Registered
U.S.	Rio Las Vegas (Block)	74/442016	9/29/1993	2207791	12/8/1998	Registered
U.S.	Rio Las Vegas (Block)	74/442017	9/29/1993	2053740	4/22/1997	Registered
U.S.	Rio Las Vegas (Stylized Script)	74/442019	9/29/1993	2207792	12/8/1998	Registered
U.S.	Rio Las Vegas (Stylized Script)	74/442022	9/29/1993	2221028	2/2/1999	Registered
U.S.	Rio Rita (Block)	74/330889	11/13/1992	1793006	9/14/1993	Registered

Jurisdiction	Trademark	Appl. No.	Filing Date	Reg. No.	Reg. Date	Status
U.S.	Rio Rita's (Block)	74/227113	12/4/1991	1714332	9/8/1992	Registered
U.S.	Rio Secco Golf Club (Block)	75/370303	10/8/1997	2223924	2/16/1999	Registered
U.S.	Rio Suite Hotel & Casino (Design)	74/021711	1/23/1990	1757490	3/9/1993	Registered
U.S.	Samba Theatre ¹	77/151027	4/6/2007			Filed
U.S.	Sneaky Queens (Block)	74/330885	11/13/1992	1779291	6/29/1993	
Nevada	All American Bar & Grille (Design)		11/12/1991	24-833	11/12/1991	Registered
Nevada	Buzios Seafood Restaurant (Design)		11/21/1995	28-648	11/21/1995	Registered
Nevada	Calor			20070502731-47	7/24/2007	Registered
Nevada	Cash is King (Design)		8/9/1996	29-298	8/9/1996	Registered
Nevada	Club Rio (Design)		11/12/1991	24-837	11/12/1991	Registered
Nevada	Latin Libido			E0289892007-3	4/23/2007	Registered
Nevada	Masquerade Show in the Sky			E0796512007-3	11/16/2007	Registered
Nevada	Masquerade Showroom (Block)			E0542812007-3	7/31/2007	Registered
Nevada	Masquerade Village		8/8/1996	29-285	8/8/1996	Registered
Nevada	Napa Restaurant (Design)		4/15/1996	28-940	4/15/1996	Registered
Nevada	Rio Rita (Stylized)		11/12/1991	24-832	11/12/1991	Registered
Nevada	Rio Secco Golf Club (Design)		5/27/1999	32-041	5/27/1999	Registered
Nevada	Rio Suite Hotel & Casino (Block)		7/6/1989	22-821	7/6/1989	Registered
Nevada	Rio Suite Hotel & Casino (Standardized Chinese Translation) Trade Name		11/25/1996	29-612	11/25/1996	Registered
Nevada	Sao Paulo Cafe (Design)		12/10/2002	35-154	12/10/2002	Registered
Nevada	The Spa at the Rio		11/21/1995	28-649	11/21/1995	Registered
Nevada	The Village		7/16/1996	29-172	7/16/1996	Registered
Nevada	The Village Seafood Buffet (Design)		4/15/1996	28-941	4/15/1996	Registered
Nevada	The Wine Cellar Tasting Room (Design)		4/15/1996	28-937	4/15/1996	Registered

¹ Application filed by Rio Properties, Inc.

Jurisdiction	Trademark	Appl. No.	Filing Date	Reg. No.	Reg. Date	Status
Australia	Rio (Block)	976316	10/29/2003	976316	3/22/2006	Registered
Canada	Club Rio (Block)	1025328	8/10/1999	562155	5/16/2002	Registered
Canada	Play Rio (Block)	1025329	8/10/1999	587045	8/13/2003	Registered
Canada	Rio (Stylized Script)	1025327	8/10/1999	590218	9/18/2003	Registered
European Community	Rio (Block)	003446804	10/22/2003	003446804	4/16/2007	Registered
European Community	Rio (Stylized Script)	003446838	10/22/2003	003446838	5/3/2007	Registered
Hong Kong	Club Rio (Block)	99 10351 & 99 10352	8/4/1999	2002B04802AA	8/4/1999	Registered
Hong Kong	Play Rio (Block)	99 10353 & 99 10354	8/4/1999	2002B04804AA	8/4/1999	Registered
Hong Kong	Rio (Stylized Script)	99 10355 & 99 10356	8/4/1999	2003B00266AA	8/4/1999	Registered
Hong Kong	Rio (Stylized Script)	300580789	2/14/2006	300580789	2/14/2006	Registered
Mexico	Only at the Rio All-Suite Casino Las Vegas Style (Design)	0542150	4/8/2002	749911	4/8/2002	Registered
Mexico	Only at the Rio All-Suite Casino Resort Las Vegas (Design)	0542148	4/8/2002	749909	4/8/2002	Registered
Mexico	Play Rio (Block)	396368	10/25/1999	711426	10/25/1999	Registered
Mexico	Rio (Stylized Script)	396371	10/25/1999	637690	10/25/1999	Registered
Mexico	Rio All Suite Hotel & Casino (Design)	1005988	5/13/2009	1132083	11/26/2009	Registered
Mexico	Rio All-Suite Casino Resort Las Vegas (Design)	0542149	4/8/2002	749910	4/8/2002	Registered
New Zealand	Rio (Block)	703668	10/29/2003	703668	10/29/2003	Registered
New Zealand	Rio (Stylized Script)	703669	10/29/2003	703669	10/29/2003	Registered
Taiwan	Play Rio (Block)	(88) 38561	8/6/1999	S159466	2/16/2002	Registered

Jurisdiction	Trademark	Appl. No.	Filing Date	Reg. No.	Reg. Date	Status
New Jersey	Diamond Cove			21184	10/29/2002	Registered
New Jersey	Taste of the Shore			23013	3/27/2008	Registered

Jurisdiction	Trademark	Appl. No.	Filing Date	Reg. No.	Reg. Date	Status
U.S.	KGB	77/937772	2/17/2010			Filed

Jurisdiction	Trademark	Appl. No.	Filing Date	Reg. No.	Reg. Date	Status
Nevada	Flavors, The Buffet			E0590482006-9	8/09/2006	Registered

Jurisdiction	Trademark	Appl. No.	Filing Date	Reg. No.	Reg. Date	Status
Nevada	Cancun Lagoon			25-701	11/04/1992	Registered