

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Horseshoe Entertainment		09/15/2004	PARTNERSHIP: LOUISIANA
RECEIVING PARTY DATA			
Name:	Harrah's License Company, LLC		
Composed Of:	COMPOSED OF Harrah's Operating Company, Inc., its sole member		
Street Address:	One Harrah's Court		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89119		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2045583	LAS VEGAS EXCITEMENT LOUISIANA STYLE	
CORRESPONDENCE DATA			
Fax Number:	(901)537-3359		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	901-762-8755		
Email:	jtyler@harrahs.com		
Correspondent Name:	Jane Tyler		
Address Line 1:	1023 Cherry Road		
Address Line 4:	Memphis, TENNESSEE 38117		
NAME OF SUBMITTER:	Jane Tyler		
Total Attachments: 2			
source=horseshoe entertainment assignment p 1#page1.tif			
source=horseshoe entertainment assignment p 2#page1.tif			

OP \$40.00 2045583

ASSIGNMENT OF TRADEMARK
(Federal Registrations/Applications)

WHEREAS, Horseshoe Entertainment, a Louisiana partnership duly organized and existing under the laws of the State of Louisiana, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is the owner of certain trade marks and service marks and has acquired goodwill associated with and symbolized by said marks; and

WHEREAS, Horseshoe Entertainment is the owner of registrations relating to the said marks in the United States Patent and Trademark Office, registrations are as set out below:

REGISTRATIONS:

<i>Description of Mark</i>	<i>Registration Number</i>	<i>Registration Date</i>
Las Vegas Excitement Louisiana Style	2045583	3/18/1997

WHEREAS, Harrah's License Company, LLC, a limited liability company duly organized and existing under and by virtue of the laws of the State of Nevada, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is desirous of acquiring all of the right, title and interest in and to said marks, including but not limited to all common law rights and the registrations set forth herein;

