

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|--------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Biloxi Casino Corp. | | 11/09/2006 | CORPORATION: MISSISSIPPI |
| RECEIVING PARTY DATA | | | |
| Name: | Grand Media Buying, Inc. | | |
| Street Address: | One Harrah's Court | | |
| City: | Las Vegas | | |
| State/Country: | NEVADA | | |
| Postal Code: | 89119 | | |
| Entity Type: | CORPORATION: MINNESOTA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2994544 | CASINO ROW | |
| 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, Harrah's Entertainment, Inc. | | |
| Address Line 1: | 1023 Cherry Road | | |
| Address Line 2: | Law Department | | |
| Address Line 4: | Memphis, TENNESSEE 38117 | | |
| ATTORNEY DOCKET NUMBER: | CASINO ROW - 897 | | |
| NAME OF SUBMITTER: | Jane E. Tyler | | |
| Signature: | /jane e. tyler/ | | |
| Date: | 11/21/2006 | | |

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Total Attachments: 2

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ASSIGNMENT OF TRADEMARK
(Federal Application)

WHEREAS, Biloxi Casino Corp., a corporation duly organized and existing under the laws of the State of Mississippi, having a principal place of business at 3800 Howard Hughes Parkway, Suite 1800, Las Vegas, NV 89109, is the joint owner of a certain service mark and has acquired goodwill associated with and symbolized by said mark; and

WHEREAS, Biloxi Casino Corp. is a joint owner of a registration relating to the said mark in the United States Patent and Trademark Office, as follows (the "Registration"):

| <i>Description of Mark</i> | <i>Registration Number</i> | <i>Registration Date</i> |
|--------------------------------|--------------------------------|------------------------------|
| Casino Row | 2,994,544 | 9/13/2005 |

WHEREAS, Grand Media Buying, Inc., also a joint owner of the Registration, a corporation duly organized and existing under and by virtue of the laws of the State of Minnesota, having a principal place of business at One Harrah's Court, Las Vegas, Nevada 89119, is desirous of acquiring all of Biloxi Casino Corp.'s right, title and interest in and to said mark and the registration thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Biloxi Casino Corp. does hereby transfer and assign to Grand Media Buying, Inc all of its right, title and interest in and to the said mark together with the goodwill of the business symbolized by the mark, and the registration thereof hereinbefore listed.

BILOXI CASINO CORP.

By: _____

Its: _____

Date: _____

STATE OF NEVADA)
)
COUNTY OF CLARK)

Personally appeared before me the above named _____, known or proved to me to be the same person who executed the foregoing instrument and to be the _____ of Biloxi Casino Corp. and acknowledged to me that he executed the same as his free act and deed and the free act and deed of said corporation.

Subscribed and sworn to before me this _____ day of _____, _____.

Notary Public

My Commission expires _____.