

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM449059

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Caesars License Company, LLC		10/06/2017	Limited Liability Company: NEVADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CEOC, LLC		
<b>Street Address:</b>	One Caesars Palace Drive		
<b>City:</b>	Las Vegas		
<b>State/Country:</b>	NEVADA		
<b>Postal Code:</b>	89109		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 55</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86422551	BOARDWALK CUPCAKES EST. 2014	
<b>Serial Number:</b>	78457601	CHAMPAGNE SLOTS	
<b>Serial Number:</b>	76067657	COYOTE KATE'S SLOT PARLOR	
<b>Serial Number:</b>	77450581	PREVIEW	
<b>Serial Number:</b>	75106946	WILD, WILD WEST CASINO	
<b>Serial Number:</b>	85701599	GRAND GB BILOXI	
<b>Serial Number:</b>	75061670	GRAND CASINO TUNICA MISSISSIPPI	
<b>Serial Number:</b>	75646182	ANDREOTTI	
<b>Serial Number:</b>	77032971	BELLISSIMO	
<b>Serial Number:</b>	86433899	BRIDGES DINING COMPANY	
<b>Serial Number:</b>	78732311	CARVINGS	
<b>Serial Number:</b>	85346117	FIGHT REPUBLIC	
<b>Serial Number:</b>	77634470	JOY LUCK NOODLE BAR	
<b>Serial Number:</b>	74671533	FIORE	
<b>Serial Number:</b>	86185397	FIRST RESORT FOR FUN	
<b>Serial Number:</b>	87400566	FUNNER	
<b>Serial Number:</b>	87434551	GLAS	
<b>Serial Number:</b>	86235367	MAGNOLIA HOUSE	
<b>Serial Number:</b>	85438610	NATIONAL SLOT LEAGUE	
<b>TRADEMARK</b>			

CH \$1390.00 86422551

Property Type	Number	Word Mark
Serial Number:	85496829	NSL
Serial Number:	77409851	OPEN SKY THEATER
Serial Number:	86263094	PEEK
Serial Number:	86174730	POWERHOUSE ALLEY
Serial Number:	86020832	SELU GARDEN CAFE
Serial Number:	78957904	SHEER
Serial Number:	85847944	'RITAS CANTINA
Serial Number:	77457119	THE RESERVE
Serial Number:	73040279	THE SUMMIT
Serial Number:	78197284	LOUISIANA DOWNS
Serial Number:	78199756	
Serial Number:	78199798	SUPER DERBY
Serial Number:	74483631	HARVEYS
Serial Number:	74483632	HARVEYS
Serial Number:	78821394	HARVEYS
Serial Number:	75295646	HARVEYS CASINO HOTEL YOU CAN HAVE IT ALL
Serial Number:	74484989	THE PARTY'S AT HARVEYS
Serial Number:	77547938	BENNY'S BACK ROOM
Serial Number:	77234865	BLUESVILLE
Serial Number:	77523188	BLUESVILLE
Serial Number:	75182186	BLUESVILLE
Serial Number:	86163460	DARE
Serial Number:	76464872	FOUR WINDS
Serial Number:	76464866	FOUR WINDS
Serial Number:	77475098	PUSH
Serial Number:	77470223	THE VENUE
Serial Number:	75366182	VILLAGE SQUARE
Serial Number:	77521309	WHERE ENTERTAINMENT KNOWS NO BOUNDS
Serial Number:	73098380	SHOWBOAT
Serial Number:	74104648	SHOWBOAT
Serial Number:	86113159	PURPLE ZEBRA
Serial Number:	86295955	SQUEEZE
Serial Number:	87447138	WHISKEY ROADHOUSE
Serial Number:	77028361	GET MORE BANG FOR YOUR BUCK ...GUARANTEE
Serial Number:	77802032	TUNICA ROADHOUSE CASINO & HOTEL
Serial Number:	77802035	TUNICA ROADHOUSE CASINO & HOTEL

**CORRESPONDENCE DATA**

**Fax Number:**

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Email:**

cmeredithgoujon@paulweiss.com,dlaker@paulweiss.com,dewilliams@paulweiss.com

**Correspondent Name:**

Claudine Meredith-Goujon

**Address Line 1:**

1285 Avenue of the Americas

**Address Line 4:**

New York, NEW YORK 10019-6064

**ATTORNEY DOCKET NUMBER:**

9AE-E

**NAME OF SUBMITTER:**

Claudine Meredith-Goujon

**SIGNATURE:**

/Claudine Meredith-Goujon/

**DATE SIGNED:**

10/30/2017

**Total Attachments: 8**

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## Trademark Assignment Agreement

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into on October 6, 2017, by Caesars License Company, LLC, a Nevada limited liability company having an address at One Caesars Palace Drive, Las Vegas, NV 89109 ("Assignor"), in favor of CEOC, LLC, a Delaware limited liability company having an address at One Caesars Palace Drive, Las Vegas, NV 89109 ("Assignee").

WHEREAS, in furtherance of, and to effectuate, the Restructuring Transactions (as defined in the Debtors' Third Amended Joint Plan of Reorganization Pursuant to Chapter 11 of the Bankruptcy Code filed in the Chapter 11 Cases Dkt. No. 6318), Assignor, Assignee and certain other parties have entered into that certain Omnibus Bill of Sale, Assignment and Contribution Agreement, dated as of the date hereof (the "Agreement"); and

WHEREAS, pursuant to the Agreement, Assignor has agreed to convey, assign and transfer to Assignee, and Assignee has agreed to acquire and accept, all of Assignor's rights in and to certain intellectual property, including the trademark registrations and applications identified on Schedule 1 hereto (collectively, the "Trademarks").

NOW, THEREFORE, in accordance with the Agreement and in consideration of the mutual agreements set forth in this Assignment and the Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby grants, conveys, transfers, assigns, bargains, sells, delivers and sets over unto Assignee, its successors and assigns, all of Assignor's right, title and interest in, to and under (i) the Trademarks, (ii) all goodwill connected with and symbolized by the Trademarks and (iii) all income, royalties, proceeds and liabilities at any time due or payable or asserted under and with respect to the Trademarks, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof.

2. Assignor hereby authorizes the Commissioner of Trademarks in the United States Patent and Trademark Office, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee of all of Assignor's right, title and interest in and to the Trademarks in the appropriate jurisdiction and to deliver to Assignee, and to Assignee's attorneys, agents, successors or assigns, all official documents and communications. The parties hereby acknowledge and affirm that their respective rights in and to the Trademarks are more fully set forth in the Agreement. In the event of any conflict between the terms of this Assignment and the terms of the Agreement, the terms of the Agreement shall control.

3. This Assignment is made without warranty, representation, or guaranty by, or recourse against, any party of any kind or nature, express, implied, or otherwise.

4. From time to time, pursuant to Assignee's request, and without further consideration by Assignee, Assignor shall execute, deliver and acknowledge such other instruments and documents of conveyance and transfer or assumption and shall take such other actions and shall execute and deliver such other documents, certifications and further assurances

as Assignee may reasonably request in order to vest and confirm more effectively in Assignee title to or to put Assignee more fully in legal possession of, or to enable Assignee to use, any of the Trademarks including, without limitation, in order to enable Assignee (at Assignee's expense) to record its ownership of the Trademarks in relevant U.S. and foreign local, state and national trademark offices.

5. This Assignment may be executed in counterparts, each of which shall be deemed an original and all of which shall be deemed to constitute the same agreement. If any signature is delivered by email in PDF or similar electronic means, such signature shall create a valid and binding obligation of the party on whose behalf the signature is executed, with the same force and effect as if such PDF signature were an original thereof.

6. This Assignment shall be governed by the law of the State of Delaware without reference to the choice of law doctrine of such state.

*[Remainder of page intentionally blank; signatures on following page]*

IN WITNESS WHEREOF, each party has caused this Assignment to be executed by its duly authorized officer as of the date first written above.

ASSIGNOR

CAESARS LICENSE COMPANY, LLC

By:   
Name: Randall Eisenberg  
Title: Chief Restructuring Officer

IN WITNESS WHEREOF, each party has caused this Assignment to be executed by its duly authorized officer as of the date first written above.

ASSIGNEE

CEOC, LLC

By: 

Name: Eric Hession

Title: Treasurer

[Trademark Assignment Agreement between CLC and CEOC, LLC]

**TRADEMARK**  
**REEL: 006192 FRAME: 0850**

**SCHEDULE 1**

**Trademark Registrations and Applications**

<b>Mark</b>	<b>Jurisdiction</b>	<b>Brand</b>	<b>Specific/ System-wide</b>	<b>Property</b>	<b>App. No.</b>	<b>App. Date</b>	<b>Reg. No.</b>	<b>Reg. Date</b>	<b>Status</b>
Boardwalk Cupcakes (logo)	United States of America	Bally's	Specific	Bally's AC	86/422551	10/13/2014	4780684	7/28/2015	Registered
Champagne Slots	United States of America	Bally's	Specific	Bally's AC	78/457601	7/27/2004	3020236	11/29/2005	Registered
Coyote Kate's Slot Parlor	United States of America	Bally's	Specific	Bally's AC	76/067657	6/9/2000	2523523	12/25/2001	Registered
Preview	United States of America	Bally's	Specific	Bally's AC	77/450581	4/17/2008	3555164	12/30/2008	Registered
Wild, Wild West Casino	United States of America	Bally's	Specific	Bally's AC	75/106946	5/13/1996	2837537	5/4/2004	Registered
Grand Biloxi (Logo)	United States of America	Grand	Specific	Formerly Harrah's Gulf Coast	85/701599	2/9/1996	4286319	2/24/1998	Registered
Grand Casino Tunica Mississippi (Design)	United States of America	Grand	Specific	Formerly Harrah's Tunica	75/061670	2/9/1996	2138187	2/24/1998	Registered
Andreotti (Block)	United States of America	Harrah's	Specific	Harrah's Reno	75/646182	2/19/1999	2335359	3/28/2000	Registered
Bellissimo	United States of America	Harrah's	Specific	Harrah's Gulf Coast	77/032971	10/31/2006	3246044	5/29/2007	Registered
Bridges Dining Company	United States of America	Harrah's	Specific	Harrah's Metropolis	86/433899	10/24/2014	4759692	6/23/2015	Registered
Carvings	United States of America	Harrah's	Specific	Harrah's Reno	78/732311	10/13/2005	3141982	9/12/2006	Registered
Fight Republic (Block)	United States of America	Harrah's	Specific	Harrah's Reno	85/346117	6/14/2011	4100290	2/14/2012	Registered
Joy Luck Noodle Bar	United States of America	Harrah's	Specific	Harrah's Reno	77/634470	12/16/2008	3647464	6/30/2009	Registered

**TRADEMARK**

**REEL: 006192 FRAME: 0851**



Mark	Jurisdiction	Brand	Specific/ System-wide	Property	App. No.	App. Date	Reg. No.	Reg. Date	Status
Flore	United States of America	Harrah's	Specific	Harrah's Rincon	74/671533	5/5/1995	1964224	3/26/1996	Registered
First Resort for Fun	United States of America	Harrah's	Specific	Harrah's Rincon	86/185397	2/5/2014	4685876	2/10/2015	Registered
Funner	United States of America	Harrah's	Specific	Harrah's Rincon	87/400566	4/6/2017			Pending
Glas	United States of America	Harrah's	Specific	Harrah's Rincon	87/434551	5/3/2017			Pending
Magnolia House (Block)	United States of America	Harrah's	Specific	Harrah's Gulf Coast	86/235367	3/28/2014	4730291	5/5/2015	Registered
National Slot League	United States of America	Harrah's	Specific	Harrah's Ak Chin	85/438610	10/4/2011	4207977	9/11/2012	Registered
NSL Logo	United States of America	Harrah's	Specific	Harrah's Ak Chin	85/496829	12/15/2011	4186191	8/7/2012	Registered
Open Sky Theater	United States of America	Harrah's	Specific	Harrah's Rincon	77/409851	2/29/2008	3678372	9/8/2009	Registered
Peek (Block)	United States of America	Harrah's	Specific	Harrah's Lake Tahoe	86/263094	4/25/2014	4625059	10/21/2014	Registered
Powerhouse Alley	United States of America	Harrah's	Specific	Harrah's Reno	86/174730	1/24/2014	4575993	7/29/2014	Registered
Selu Garden Café	United States of America	Harrah's	Specific	Harrah's Cherokee	86/020832	7/26/2013	4504817	4/1/2014	Registered
Sheer	United States of America	Harrah's	Specific	Harrah's Joliet	78/957904	8/22/2006	3245005	5/22/2007	Registered
ritas Cantina (Design)	United States of America	Harrah's	Specific	Harrah's Rincon	85/847944	2/13/2013	4420107	10/15/2013	Registered
The Reserve	United States of America	Harrah's	Specific	Harrah's Joliet	77/457119	4/24/2008	3801600	6/15/2010	Registered
The Summit (Block)	United States of America	Harrah's	Specific	Harrah's Lake Tahoe	73/040279	12/23/1974	1019015	8/26/1975	Registered

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Mark	Jurisdiction	Brand	Specific/ System-wide	Property	App. No.	App. Date	Reg. No.	Reg. Date	Status
Louisiana Downs (Block)	United States of America	Harrah's/ Louisiana Downs	Specific	Harrah's Louisiana Downs	78/197284	12/23/2002	2874317	8/17/2004	Registered
Louisiana Downs Racing Horses (Design)	United States of America	Harrah's/ Louisiana Downs	Specific	Harrah's Louisiana Downs	78/199756	1/3/2003	2791383	12/9/2003	Registered
Super Derby (Block)	United States of America	Harrah's/ Louisiana Downs	Specific	Harrah's Louisiana Downs	78/199798	1/3/2003	2788933	12/2/2003	Registered
Harveys (Block)	United States of America	Harveys	Specific	Harveys Lake Tahoe	74/483631	1/28/1994	2026250	12/31/1996	Registered
Harveys (Design)	United States of America	Harveys	Specific	Harveys Lake Tahoe	74/483632	1/28/1994	2038045	2/18/1997	Registered
Harveys (Stylized)	United States of America	Harveys	Specific	Harveys Lake Tahoe	78/821394	2/23/2006	3154177	10/10/2006	Registered
Harveys Casino Hotel You Can Have it All	United States of America	Harveys	Specific	Harveys Lake Tahoe	75/295646	5/21/1997	2240209	4/20/1999	Registered
The Party's at Harveys (Block)	United States of America	Harveys	Specific	Harveys Lake Tahoe	74/484989	1/28/1994	1878054	2/7/1995	Registered
Benny's Back Room	United States of America	Horseshoe	Specific	Horseshoe Hammond	77/547938	8/15/2008	3678700	9/8/2009	Registered
Bluesville (Block)	United States of America	Horseshoe	Specific	Horseshoe Tunica	77/234865	7/20/2007	3456911	7/1/2008	Registered
Bluesville (Logo)	United States of America	Horseshoe	Specific	Horseshoe Tunica	77/523188	7/16/2008	3554133	12/30/2008	Registered
Bluesville (Logo)	United States of America	Horseshoe	Specific	Horseshoe Tunica	75/182186	10/15/1996	2148837	4/7/1998	Registered
Dare	United States of America	Horseshoe	Specific	Horseshoe Bossier City	86/163460	1/13/2014	4615290	9/30/2014	Registered
Four Winds (Block)	United States of America	Horseshoe	Specific	Horseshoe Bossier City	76/464872	11/6/2002	2829389	4/6/2004	Registered
Four Winds (Design)	United States of America	Horseshoe	Specific	Horseshoe Bossier City	76/464866	11/6/2002	2829388	4/6/2004	Registered

TRADEMARK

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Mark	Jurisdiction	Brand	Specific/ System-wide	Property	App. No.	App. Date	Reg. No.	Reg. Date	Status
Push	United States of America	Horseshoe	Specific	Horseshoe Hammond	77/475098	5/15/2008	3592854	3/17/2009	Registered
The Venue (logo)	United States of America	Horseshoe	Specific	Horseshoe Hammond	77/470223	5/9/2008	4709708	3/24/2015	Registered
Village Square (Block)	United States of America	Horseshoe	Specific	Horseshoe Tunica	75/366182	10/1/1997	2221012	1/26/1999	Registered
Where Entertainment Knows No Bounds	United States of America	Horseshoe	Specific	Horseshoe Hammond	77/521309	7/14/2008	3550200	12/23/2008	Registered
Showboat (Block)	United States of America	Showboat	Specific	Showboat	73/098380	8/31/1976	1078615	11/29/1977	Registered
Showboat (Script)	United States of America	Showboat	Specific	Showboat	74/104648	10/10/1990	1666140	11/26/1991	Registered
Purple Zebra	United States of America	The Linq	Specific	The Linq Promenade	86/113159	11/7/2013	4598919	9/2/2014	Registered
Squeeze (Design)	United States of America	The Linq	Specific	The Linq Promenade	86/295955	5/30/2014	4734340	5/12/2015	Registered
Whiskey Roadhouse	United States of America	Horseshoe	Specific	Horseshoe	87/447138	5/12/2017			Pending
Get More Bang for your Buck ... Guaranteed!	United States of America	Tunica Roadhouse	Specific	Tunica Roadhouse	77/028361	10/24/2006	3460107	7/8/2008	Registered
Tunica Roadhouse Casino & Hotel (Design)	United States of America	Tunica Roadhouse	Specific	Tunica Roadhouse	77/802032	8/11/2009	3794897	5/25/2010	Registered
Tunica Roadhouse Casino & Hotel (Design)	United States of America	Tunica Roadhouse	Specific	Tunica Roadhouse	77/802035	8/11/2009	3797493	6/1/2010	Registered

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