

**TRADEMARK USAGE GUIDELINES
FOR THE WORLD SERIES OF POKER®**

Revised and Effective as of September 29, 2008

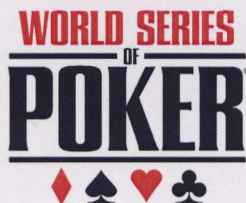
The following guidelines set forth the scope of use of the WORLD SERIES OF POKER® and WSOP® trademarks that Harrah's believes you may make without falsely communicating to the public that your goods or services are associated or affiliated with Harrah's. These guidelines do not constitute a contract between the parties or a license to use the WORLD SERIES OF POKER or WSOP marks. Harrah's reserves the right in all instances to object to any use it believes to be improper or cause a likelihood of consumer confusion and to revise or rescind these guidelines at any time.

These guidelines cover the use of the World Series of Poker trademarks as shown below:

A. World Series of Poker Chip Logo



B. World Series of Poker Stacked Logo



C. WORLD SERIES OF POKER Mark – Use of the words “World Series of Poker”

D. WSOP Mark – Use of letters forming the acronym and mark “WSOP”

Guidelines:

1. The Chip Logo (as shown in A above) and Stacked Logo (as shown in B above) may not be used in any manner.
2. Subject to the limitation of sections 4-8 below, the WORLD SERIES OF POKER Mark (see C above) may be used no more than 2 times per page of any written material, including Internet websites, press releases, and advertisements, provided that the use is part of a textual sentence.

For example, the following is allowed:

“Win an entry fee to the 2008 World Series of Poker in (Company’s) Main Event Mania Tournament.”

3. Subject to the limitations in sections 4-8 below, the WSOP Mark (see D above) may be used no more than 2 times per page of any written material, including Internet websites, press releases, and advertisements, provided that the use is part of a textual sentence. This use can be in addition to the use of the WORLD SERIES OF POKER Mark permitted in #2 above.

4. The following may not be used in the names or headlines of any tournaments, contests, or promotions: (a) the WSOP Mark; (b) the WORLD SERIES OF POKER Mark; (c) the phrases “World Series” or “Series of Poker”; and (d) any other term or phrase that is confusingly similar to any of the foregoing.

5. The following may not be used in the titles of any Web sites, Web pages, press releases, advertisements, articles or other materials: (a) the WSOP Mark; (b) the WORLD SERIES OF POKER Mark; (c) the phrases “World Series” or “Series of Poker”; and (d) any other term or phrase that is confusingly similar to any of the foregoing.

Nevertheless, the World Series of Poker tournament can be referred to in the titles of these materials by other names that do not include these marks, including: “the Main Event,” “the Big Tournament,” “the \$10,000 World Championship of No Limit Texas Hold ‘Em,” “the World’s Most Prestigious Poker Tournament,” “the World’s Biggest Poker Tournament,” and similar phrases.

6 The WSOP Mark and the WORLD SERIES OF POKER Mark may not be used in any manner that states or implies that Harrah’s sponsors or endorses, or is in any way affiliated or associated with your goods or services, or the goods or services of any third party.

7 If any use of the WSOP Mark or the WORLD SERIES OF POKER Mark is made as described herein, an asterisk must be placed next to each use of the mark and a disclaimer must be included on the same page as the use that states as follows: “* World Series of Poker and WSOP are trademarks of Harrah’s License Company, LLC (“Harrah’s”). Harrah’s does not sponsor or endorse, and is not associated or affiliated with, _____ [company name] or its products, services, promotions or tournaments.” The disclaimer must appear in a type size and location that is reasonably likely to be seen and read by consumers.

8 Members of any Internet affiliate programs you operate are subject to the same guidelines.

9 Bracelets of any kind, including World Series of Poker bracelets, may not be displayed in whole or in part.