

Trademark Usage Guidelines for the World Series of Poker® Brands

Introduction:

The World Series of Poker, also referred to as the “WSOP,” is the largest, richest and most prestigious gaming event in the world, having awarded more than a billion dollars in prize money and the prestigious gold bracelet, globally recognized as poker’s most coveted prize. The WSOP is poker’s longest running tournament in the world, dating back to 1970. Caesars Interactive Entertainment, Inc. (“CIE”) is the owner of all rights, title and interest in and to the World Series of Poker brand including each of its associated trademarks, service marks, copyrights, trade dress and all of the goodwill emanating therefrom (hereinafter collectively, “trademarks”). Therefore, it is important to CIE that WSOP trademarks are displayed consistently and appropriately and that the WSOP trademarks are protected and respected whenever and wherever used. Our goal in providing these guidelines is to provide players, vendors, licensees, media, customers and others guidelines that facilitate the consistent, unified use of the brand while protecting the brand’s integrity. However, these guidelines do not constitute a contract or a license to use the World Series of Poker marks and you may not use the World Series of Poker marks to imply a sponsorship, endorsement or granting of rights by CIE. This includes, but is not limited to, preclusion of use on or in connection with the organization or execution of any poker tournament, except as specifically authorized by CIE. Please read the guidelines in their entirety and note specific requirements as guidelines can be different for media, licensees and/or other third parties. CIE reserves the right in all instances to object to any use it believes to be improper or may cause a likelihood of consumer confusion and to revise or rescind these guidelines at any time. When you are unsure if use is acceptable or when you are required to obtain express written permission, please request through the WSOP Communications team by contacting Seth Palansky at spalansky@caesars.com.

These guidelines cover the use of the World Series of Poker and World Series of Poker Europe brand, which includes, but is not limited, to the following word trademarks and the logos appearing below (collectively referred to as the “WSOP Marks”). However, not all trademarks owned by CIE for its WSOP brand are listed in these guidelines. If not listed, then use of the trademark is expressly prohibited without express written permission from CIE.

Word Marks:

World Series of Poker®

WSOP®

World Series of Poker Europe®

WSOPE®

WSOP Circuit Event®

WSOP Logos: (No logo may be used smaller than 150 square pixels)

	<p>WSOP Chip Logo - Large Size: 300 pixels x 285 pixels</p> <p><u>Copy and paste this code to add the logo to your web site:</u> <pre></pre></p>
	<p>WSOP Stacked Logo - Large Size: 300 pixels x 250 pixels</p> <p><u>Copy and paste this code to add the logo to your web site:</u> <pre></pre></p>
	<p>WSOP.com Logo - Large Size: 300 pixels x 130 pixels</p> <p><u>Copy and paste this code to add the logo to your web site:</u> <pre></pre></p> <p>WSOP.com Logo - Small Size: 150 pixels x 65 pixels</p> <p><u>Copy and paste this code to add the logo to your web site:</u> <pre></pre></p>

PLEASE NOTE: JACK LINK'S BEEF JERKY IS THE OFFICIAL PRESENTING SPONSOR OF THE WORLD SERIES OF POKER. THE WSOP/JACK LINK'S SPONSORSHIP LOGO SHOULD BE USED IN MEDIA COVERAGE OF THE 2011 WSOP TOURNAMENT EVENTS.



WSOP/Jack Link's Sponsorship Logo - Large

Size: 225 pixels x 300 pixels

Copy and paste this code to add the logo to your web site:

```
<a href="http://www.wsop.com" target="new"></a>
```

WSOP/Jack Link's Sponsorship Logo - Small

Size: 115 pixels x 150 pixels

Copy and paste this code to add the logo to your web site:

```
<a href="http://www.wsop.com" target="new"></a>
```



WSOP Europe Logo - Large

Size: 300 pixels x 285 pixels

Copy and paste this code to add the logo to your web site:

```
<a href="http://www.wsop.com" target="new"></a>
```

WSOP Europe Logo - Small

Size: 150 pixels x 145 pixels

Copy and paste this code to add the logo to your web site:

```
<a href="http://www.wsop.com" target="new"></a>
```



WSOP Europe Stacked Logo - Large

Size: 300 pixels x 250 pixels

Copy and paste this code to add the logo to your web site:

```
<a href="http://www.wsop.com" target="new"></a>
```

WSOP Europe Stacked Logo - Small

Size: 150 pixels x 125 pixels

Copy and paste this code to add the logo to your web site:

```
<a href="http://www.wsop.com" target="new"></a>
```

PLEASE NOTE: USE OF THE CIRCUIT EVENT LOGO REQUIRES A CIRCUIT EVENT LICENSE GRANTED BY CAESARS INTERACTIVE ENTERTAINMENT, INC.



WSOP Circuit Events Logo - Large

Size: 300 pixels x 275 pixels

Copy and paste this code to add the logo to your web site:

```
<a href="http://www.wsop.com" target="new"></a>
```

WSOP Circuit Events Logo - Small

Size: 150 pixels x 135 pixels

Copy and paste this code to add the logo to your web site:

```
<a href="http://www.wsop.com" target="new"></a>
```

PLEASE NOTE: THE WSOP CIRCUIT EVENT LOGO IS CHANGED EACH YEAR TO REFLECT THE TOURNAMENT YEAR. USE OF THE CIRCUIT EVENT LOGO REQUIRES A CIRCUIT EVENT LICENSE GRANTED BY CAESARS INTERACTIVE ENTERTAINMENT, INC.



WSOP 2011 Satellite Location - Large

Size: 300 pixels x 245 pixels

Copy and paste this code to add the logo to your web site:

```
<a href="http://www.wsop.com" target="new"></a>
```

WSOP 2011 Satellite Location - Small

Size: 150 pixels x 125 pixels

Copy and paste this code to add the logo to your web site:

```
<a href="http://www.wsop.com" target="new"></a>
```

GUIDELINES:

1. A licensed party may use the WSOP marks as licensed in its written license agreement or according to WSOP Brand Standards provided to it. Satellite location guidelines are attached here. If your license agreement does not provide specific license requirements, please follow these guidelines. Licensed parties are to provide a link to WSOP.com on its website(s). No licensee or any other party is permitted to register any domain name that includes World Series of Poker, WSOP or any other trademark of CIE. If you have any questions concerning the terms of your license, please contact CIE.

2. Recognized media such as newspapers, magazines, radio, television and other media outlets may use the WSOP marks including use of the WSOP logos subject to the terms and conditions of these guidelines. For online uses, a link to [WSOP.com](http://www.wsop.com) is required.

3. The WSOP logos as shown above are only permitted to be used by licensees (subject to the terms of a written license agreement) and by media (subject to the terms of these guidelines). All other parties are expressly prohibited.
4. For uses by parties other than by licensees or recognized media, the WSOP word marks may be used to describe the WSOP event but may not be used more than two times per page on any website, advertisements or other materials, must be part of a textual sentence, may not be used in any design, logo, graphics or in any stylized format or presentation and must be presented in the same typeface, type style and coloring as the remaining text of the sentences in which the WSOP word marks are used. The WSOP marks may not be used in the names of any promotions or contests without express written permission of CIE. The WSOP marks may not be used in the titles of any websites, web pages, press releases, advertisements, articles or other materials without express written permission of CIE. Members of any Internet affiliate programs are subject to the same guidelines.
5. No use of any WSOP mark may be made on promotional materials or products without an express written license permitting such use with CIE.
6. No use of any WSOP mark may be used to in any manner that states or implies that CIE sponsors or endorses, or is affiliated or associated with, your goods or services or the goods and services of any third parties. This guideline does not pertain to permitted uses of the WSOP marks by licensees. No party, other than CIE or its designee, is permitted to register any domain name, Facebook, Twitter, You Tube or any other social media name or page that includes any of the WSOP marks or any other trademark owned by CIE or its affiliates.
7. No WSOP mark may be used on or in connection with any material that violates any state, federal or foreign law or regulation. (This includes use on any website that does business with any U.S.-facing online gaming companies.)
8. No WSOP mark may be used on or in connection with any material that libels, defames or discriminates against the WSOP or any of its licensees, vendors or customers.
9. No WSOP mark may be used on or in connection with any material that is pornographic, associated with the sale of cigarettes, firearms or alcohol, or is morally offensive or otherwise objectionable.
10. The WSOP logos must be presented in the colors as shown above or in black and white and no smaller than 150 square pixels and in all cases the words "World Series of Poker" must be readable. No other color combinations are permissible. Please pay special attention to the reproduction information next to each logo above as it is unacceptable to distort, alter or modify the logos, including colors, proportions, elements, types, size or in any other regard. The logo must stand-alone and not be boxed, altered, combined with any other logo or image nor any other design element. The WSOP logos may not be used in connection with any non-WSOP content. The WSOP logo may not be used as an active link to any other site other than WSOP.com.
11. The WSOP bracelet or any depiction of a bracelet of any kind, in whole or in part, is not permitted.

12. Use of the phrases “World Series” or “Series of Poker” or any other term or phrase that is confusingly similar to these phrases is prohibited.

13. Licensees and Media uses must include the following notice: World Series of Poker (WSOP) and its related trademarks are owned by Caesars Interactive Entertainment, Inc.

For any other use of WSOP word marks that are made subject to the terms of these guidelines as described herein, a prominent asterisk must be placed next to each use of the word mark and a disclaimer must be included on the same page as the use that states as follows:

For the WSOP: *World Series of Poker and WSOP are trademarks of Caesars Interactive Entertainment, Inc. or its affiliates (collectively CIE). CIE does not sponsor or endorse, and is not associated or affiliated with, _____(insert company name) or its products, services, promotions or tournaments. Any promotion or tournament on this site will not guarantee your seat or ability to register for any WSOP event or any WSOP affiliated event which is at the sole discretion of CIE.

For the WSOPE: *World Series of Poker Europe and WSOPE are trademarks of Caesars Interactive Entertainment, Inc. or its affiliates (collectively Caesars). CIE does not sponsor or endorse, and is not associated or affiliated with, _____(insert company name) or its products, services, promotions or tournaments. Any promotion or tournament on this site will not guarantee your seat or ability to register for any WSOPE event or any WSOPE affiliated event which is at the sole discretion of CIE.