

**TRADEMARK USAGE GUIDELINES
FOR THE 2008 WORLD SERIES OF POKER®**

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.

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 (Non-Stylized Word Mark):

Use of the words "World Series of Poker"

D. WSOP Acronym – Use of letters forming the acronym "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. The "WORLD SERIES OF POKER" non-stylized word 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. The WSOP acronym 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 non-stylized word mark permitted in #2 above.

4. The WSOP acronym and the WORLD SERIES OF POKER non-stylized word mark may not be used in the official names or headlines of any contests or promotions.

5. The WSOP acronym and the WORLD SERIES OF POKER non-stylized word marks may not be used in the titles of any Web sites, Web pages, press releases, advertisements, articles, or other materials.

Nevertheless, the World Series of Poker tournament can be referred to in titles 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 acronym and WORLD SERIES OF POKER non-stylized word marks may not be used in any design or in any stylized format and must be presented in the same typeface, type size, and coloring as the remaining text of the sentences in which the marks are used.

7. WSOP bracelets may not be displayed in whole or in part.

8. No WORLD SERIES OF POKER or WSOP marks may be used in any manner that states or implies that Harrah’s sponsors or endorses, or is affiliated or associated with, your goods or services or the goods or services of any third party.

9. If any use of the WSOP acronym or the WORLD SERIES OF POKER non-stylized word 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.

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

TRADEMARK USAGE GUIDELINES
FOR THE 2008 WORLD SERIES OF POKER EUROPE

The following guidelines set forth the scope of use of the WORLD SERIES OF POKER EUROPE and WSOPE 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 EUROPE or WSOPE 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.

These guidelines cover the use of the WORLD SERIES OF POKER EUROPE trademarks as shown below:

A. World Series of Poker Europe Chip Logo



B. World Series of Poker Europe Stacked Logo



C. World Series of Poker Europe (Non-Stylized Word Mark):

Use of the words "World Series of Poker Europe"

D. WSOPE Acronym – Use of letters forming the acronym "World Series of Poker Europe"

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. Betfair.com is the official presenting sponsor of the World Series of Poker Europe. No third party may use the World Series of Poker Europe marks set forth above in connection with the offering, advertising, or promotion of any poker or online gambling services of any kind or nature (including satellite qualification tournaments and online poker rooms) without Harrah's express, written permission.
3. The World Series of Poker Europe logo may only be used with written authorization by Harrah's Entertainment.
4. The "WORLD SERIES OF POKER EUROPE" non-stylized word 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.
5. The WSOPE acronym mark (see E 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.
6. The WSOPE acronym and the WORLD SERIES OF POKER EUROPE non-stylized word mark may not be used in the official names or headlines of any contests or promotions.
7. The WSOPE acronym and the WORLD SERIES OF POKER EUROPE non-stylized word marks may not be used in the titles of any Web sites, Web pages, press releases, advertisements, articles, or other materials.
8. The WSOPE acronym and WORLD SERIES OF POKER EUROPE non-stylized word marks may not be used in any design or in any stylized format and must be presented in the same typeface, type size, and coloring as the remaining text of the sentences in which the marks are used.
9. WSOP bracelets may not be displayed in whole or in part.
10. No WORLD SERIES OF POKER EUROPE or WSOPE marks may be used in any manner that states or implies that Harrah's sponsors or endorses, or is affiliated or associated with, your goods or services or the goods or services of any third party.
11. If any use of the WSOPE acronym or the WORLD SERIES OF POKER EUROPE non-stylized word mark is made as described herein, a prominent 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 Europe and WSOPE are trademarks of Harrah's License Company, LLC or its affiliates (collectively "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. 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 Harrah's" The disclaimer must appear in a type size and location that is reasonably likely to be seen and read by consumers.