

# You're Fired!

**By Reg P. Wydeven  
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When someone in the Fox Valley says 'Trump,' I grab a deck of cards and start dealing out a game of Sheepshead. I want to deal so I can claim the Jack of Diamonds is the partner, as some of my friends prefer to call an Ace.

However, outside of the Valley, if someone says 'Trump,' most people will think of Donald Trump. Images that come to mind are those of ultra-extravagance: high rise offices and penthouses, expensive suits and shoes, the Miss USA pageant and the contestants he occasionally marries, and, of course, the hair.

The Donald has worked hard to associate his name with class. He sells many products adorning his name, including a fragrance, herbal tea, steaks, vodka, furniture, and even his own online university, the Trump Entrepreneur Initiative.

Because Trump is so protective of his image, he's actually suing Trump Entertainment Resorts.

The lawsuit, filed in Atlantic County, New Jersey, seeks to have Trump's name removed from the Resorts' properties, namely the Trump Plaza Hotel and Casino and the Trump Taj Mahal. Donald claims that the company has breached the licensing agreement that allowed the Resorts to use Trump's name. Donald no longer operates the Resorts, however, he does retain a 10% ownership interest in the company.

Donald claims the company violated their deal because it is required to manage the casinos under "high standards of quality and luxury." Donald feels the casinos aren't meeting these standards. It also doesn't help that Trump Entertainment Resorts is filing for bankruptcy, Trump Plaza closed this week and Trump Taj Mahal is closing in November, which Donald feels will also "further harm the Trump name and brand."

It's ironic that Trump is now suing to have his name removed from the casinos, seeing as 30 years ago there was a lawsuit about putting his name on a casino in the first place. The Trump Plaza and Hotel opened in 1984 as Harrah's at Trump Plaza. Harrah's was the hotel and casino group that was Trump's partner in the joint venture. Later that year, Donald changed the name of the casino to Trump Casino Hotel.

The change resulted in a lawsuit with Harrah's. In an affidavit as part of the suit, Trump claimed he "created the value that exists in my name." The president of Harrah's countered in his own affidavit, saying Trump simply relied on "bluster, threats, intemperance and unsupported and unsupportable falsehoods." The matter was settled when Trump finally bought out Harrah's interest in the casino.

In addition to Donald's Trump Plaza and Taj Mahal, things have gotten hairy for Atlantic City's other ten casinos. Shockingly, by the end of 2014, five of the city's twelve casinos will have closed. Casino officials claim Atlantic City was hit hard by other, newer casinos opening in other states across the Northeast.

If things in Atlantic City get any worse, Parker Bros. is purportedly thinking of changing the 'Monopoly' board game to feature attractions in Las Vegas.

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