

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

MRD  
10-22-98



U.S. Department of Commerce  
Patent and Trademark Office

10-30-1998



100804356

### RECORDATION FORM COVER TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

#### Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

#### Conveyance Type <sup>22</sup>

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment <sup>TM</sup>
- Merger  
Effective Date  
Month Day Year  
09/29/94
- Change of Name
- Other \_\_\_\_\_

#### Conveying Party

Mark if additional names of conveying parties attached

Name Viacom Inc.

Execution Date  
Month Day Year  
10 21 98

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

#### Receiving Party

Mark if additional names of receiving parties attached

Name Blockbuster Video Holding Corporation

DBA/AK/A/T/A \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 1201 Elm Street

Address (line 2) \_\_\_\_\_

Address (line 3) Dallas Texas, USA 75270-2102

- Individual  General Partnership  Limited Partnership

Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

#### FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

214-854-3489

Name

Sidellé B. Illion

Address (line 1)

Blockbuster Inc.

Address (line 2)

1201 Elm Street

Address (line 3)

Dallas, Texas 75270-2102

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

3

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

1930499	1961481	<input type="text"/>
1902070	<input type="text"/>	<input type="text"/>
1979142	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

4

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

115.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

02-2833

Authorization to charge additional fees:

Yes

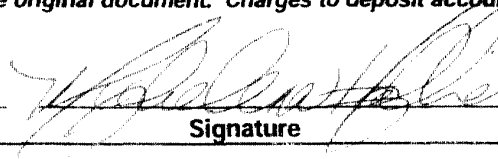
No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Michelena Hallie

Name of Person Signing



Signature

OCTOBER 2 1998

Date Signed

**ASSIGNMENT OF TRADEMARKS**

**WHEREAS, VIACOM INC.**, a Delaware corporation with its principal place of business located at 1515 Broadway, New York, New York 10036 ("Assignor") has adopted, used, is using, and is the owner of the following federal trademark registrations in the United States Patent and Trademark Office:

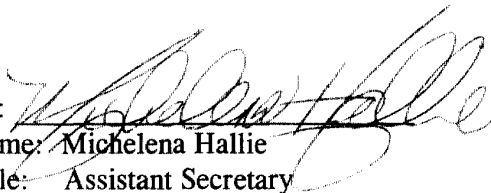
<b>MARKS</b>	<b>REGISTRATION NOS.</b>
BLOCKBUSTER VIDEO	1930499
BLOCKBUSTER GAMES & Design	1902070
TAKE 10	1979142
THE POWER TO HEAR IT ALL	1961481

**WHEREAS, BLOCKBUSTER VIDEO HOLDING CORPORATION**, a Delaware corporation, with its principal place of business formerly located at One Blockbuster Plaza, Ft. Lauderdale, FL 33301, ("Assignee") is desirous of acquiring said registered trademarks.

**NOW, THEREFORE**, for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged VIACOM INC hereby assigns to **BLOCKBUSTER VIDEO HOLDING CORPORATION** all rights, title, and interest in and to the said trademarks, together with the goodwill of the business symbolized by said trademarks and registrations thereof.

Signed this 21 day of October 1998.

VIACOM INC.

By:   
Name: Michelena Hallie  
Title: Assistant Secretary