

MCB 2-4-99

02-08-1999

Attorney Docket No. 18863-0

FORM PTO-1594
1-31-92

U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office



100959839

To the Honorable Commissioner of Patents and Trademarks

Documents or copy thereof.

of receiving party(ies)

1. Name of conveying party(ies):

Hollywood Entertainment Corporation

Name:

R Acquisition, Inc.

Internal Address:

Street Address:

9275 Peyton Lane

City: Wilsonville

State: OR ZIP: 97070

☐ Individual(s) citizenship

☐ Association

☐ General Partnership

☐ Limited Partnership

X Corporation-State:

Delaware

☐ Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes X No

(Designation must be a separate document from Assignment)

Additional names and addresses attached? ☐ Yes X No

☐ Individual(s)

☐ Association

☐ General Partnership

☐ Limited Partnership

X Corporation-State: Delaware

☐ Other

Additional name(s) of conveying parties attached? ☐ Yes X No

3. Nature of conveyance:

X Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Other:

Execution Date: January 22, 1999

4. Application Number(s) or Registration Number(s).

A. Trademark Application No(s): 75/275604

B. Trademark Registration No(s):

Additional numbers attached? X Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Mark A. Steiner
TOWNSEND AND TOWNSEND AND CREW LLP
Two Embarcadero Center, 8th Floor
San Francisco, California 94111-3834
(415) 576-0200

6. Total number of applications and registrations involved 14

7. Total fee (37 CFR 3.41): \$365.00

☐ Enclosed ☒ Charge Fees to Deposit Account

☐ Charge any additional fees associated with this paper or during the pendency of this application, or credit any overpayment, to deposit account.

8. Deposit account number: 20-1430

(Attach duplicate copy of this page if paying by deposit account)

02/05/1999 SMURS 00000229 75275604

01 FC:481 40.00 CH
02 FC:482 325.00 CH

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.

Mark A. Steiner
Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments and document: 5

10. Change Correspondence Address to that of Part 5? ☐ Yes X No

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover to:

Asst. Commissioner for Trademarks
Box: Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 1849 FRAME: 0396

1. Additional name(s) of conveying party(ies):
(Continued from Page 1)

2. Additional name(s) and address(es) of receiving party(ies):
(Continued from Page 1)

3. Additional application number(s) :
(Continued from Page 1)

A. Trademark Application No.(s)

B. Registration No.(s)

75/550260

75/546866

75/458649

75/220270

75/485798

75/185892

75/536746

75/564576

75/550180

75/190262

75/547842

75/564393

75/275620

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made from Hollywood Entertainment Corporation, a Delaware corporation, located and doing business at 9275 SW Peyton Lane, Wilsonville, Oregon 97070, (hereinafter "Assignor"), to R Acquisition, Inc., a Delaware corporation located and doing business at 9275 SW Peyton Lane, Wilsonville, Oregon 97070 (hereinafter "Assignee").

WHEREAS, Assignor claims and warrants that it owns all rights, title and interest of every kind, nature or description in and to the marks listed below (hereinafter "the Marks"), including the U. S. applications therefore, namely,

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
CINEMAP	75/275604	April 16, 1997
EXPRESS SHOPPING	75/550260	September 9, 1998
MOVIE AT A GLANCE	75/546866	September 3, 1998
MOVIEMAP	75/458649	March 27, 1998
MOVIE MATCHBOOK	75/220270	December 26, 1996
MOVIE MATCHES	75/485798	May 15, 1998
REEL	75/185892	October 23, 1996
REEL.COM	75/536746	August 14, 1998
REEL.COM & Design	75/564576	October 5, 1998
REEL SNAPSHOT	75/550180	September 9, 1998
THE ANATOMY OF A MOVIE	75/190262	October 31, 1996
THE BEST PLACE TO BUY MOVIES	75/547842	September 3, 1998

THE BEST PLACE TO
BUY VIDEOS

75/564393

October 5, 1998

THE PLANET'S
BIGGEST VIDEO STORE

75/275620

April 16, 1997

(hereinafter "the Applications") and that portion of the business to which the marks pertain, all goodwill of the business pertaining thereto, all rights to use and register the Marks or collect royalties for the licensing thereof, and all claims for infringement thereof (hereinafter "All Rights in the Marks"); and,

WHEREAS, Assignor and Assignee wish for Assignee to acquire All Rights in the Marks and the Applications including that portion of the business to which the Marks pertain, and all good will of the business pertaining thereto.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Marks, including the entire right, title and interest it may hold in and to the Marks, and all past, present and future registrations and applications therefor, including but not limited to the Applications, together with the portion of the business to which the marks pertain, which business is ongoing and existing, with the whole of the good will of the business pertaining thereto. The rights of Assignee at common law and/or to the end of the term or terms of which registration of the Mark may be granted or renewed are to be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; including all claims for royalties for licensing of the Marks and damages by reason of past infringement(s) of the Mark, with the right

to sue for and collect the same for its own use and benefit, for the use, benefit and on behalf of its successors, assigns and other legal representatives.

IN WITNESS HEREOF, Assignor has executed this Assignment effective as of
October 1, 1998.

HOLLYWOOD ENTERTAINMENT CORPORATION

Dated: Jan. 22, 1999

By: 

Donald J. Ekman
Senior Vice President and
General Counsel

SF 185275 v1