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01-16-2002

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings



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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Viacom Inc. 1515 Broadway New York, NY 10036

2. Name and address of receiving party(ies) Name: Blockbuster Video Holding Corporation

Street Address: 1201 Elm Street City: Dallas State: TX Zip: 75270

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance: [X] Assignment [] Merger [] Security Agreement [] Change of Name [] Other

[] 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 No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

Execution Date: 7/2/01

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 1,873,269

Additional number(s) attached Yes No

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

6. Total number of applications and registrations involved: 1

Internal Address: Blockbuster Inc.

7. Total fee (37 CFR 3.41) \$ 40.00 [] Enclosed [X] Authorized to be charged to deposit account

Street Address: 1201 Elm Street

8. Deposit account number: 02-2833

City: Dallas State: TX Zip: 75270

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

DO NOT USE THIS SPACE

9. 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. Sidelle Illion Signature Date 12/27/01

Total number of pages including cover sheet, attachments, and document: 11

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

01/16/2002 6TON11 00000026 022833 1873269 01 FC:481 40.00 CH

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U.S. Patent and Trademark Office

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Viacom Inc.

7-3-01

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- General Partnership
- Limited Partnership
- Corporation-State of Delaware
- Other

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Sidelle Illion
Name of Person Signing

Sidelle Illion
Signature

July 2, 2001
Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
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Washington, D.C. 20231

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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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DO NOT USE THIS SPACE

9. 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. Sidelle Illion Name of Person Signing Signature Date: Oct. 2, 2001

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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 registration in the United States Patent and Trademark Office:

MARK
BLOCKBUSTER

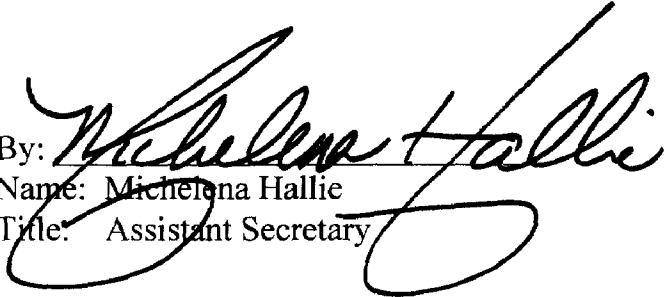
REGISTRATION NO.
1873269

WHEREAS, BLOCKBUSTER VIDEO HOLDING CORPORATION, a Delaware corporation, with its principal place of business formerly located at One Blockbuster Plaza, Ft. Lauderdale, FL 33304, ("Assignee") is desirous of acquiring said registered trademarks.

AND WHEREAS, 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 22 day of July 2001.

VIACOM INC.

By: 
Name: Michélena Hallie
Title: Assistant Secretary