

11-15-2002

Form PTO-1594

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(Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

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102282340

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):

Hollywood Entertainment Corporation

11.17.02

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State
☐ Other an Oregon corporation

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

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: October 10, 2002

2. Name and address of receiving party(ies)

Name: Hollywood Management Company

Internal

Address:

Street Address: 9275 Peyton Lane

City: Wilsonville State: OR Zip: 97070-9645

- ☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation-State Oregon
☐ 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

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 75/982,837 76/110,218

B. Trademark Registration No.(s) 2,511,988

Additional number(s) attached ☐ Yes ☒ No

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

Name: Shannon T. Vale, Esq.

Internal Address: Fulbright & Jaworski L.L.P.

Street Address: 600 Congress Avenue

Suite 2400

City: Austin State: TX Zip: 78701

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 3.41).....\$ 90.00

- ☒ Enclosed
☐ Authorized to be charged to deposit account

8. Deposit account number:

50-1212/10202766/STV

DO NOT USE THIS SPACE

9. Signature.

L. Alison Davis

Name of Person Signing

Signature

11-6-02

Date

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

3

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

11/14/2002 TBIAZI 00000174 75982837

01 FC:8521
02 FC:852240.00 OP
50.00 OPTRADEMARK
REEL: 2617 FRAME: 0753

TRADEMARK ASSIGNMENT

WHEREAS, HOLLYWOOD ENTERTAINMENT CORPORATION, an Oregon corporation having a mailing address of 9275 Peyton Lane, Wilsonville, Oregon 97070-9645, has adopted and is using the marks listed in the attached Exhibit A.

WHEREAS, HOLLYWOOD MANAGEMENT COMPANY, an Oregon corporation having a mailing address of 9275 Peyton Lane, Wilsonville, Oregon 97070-9645, desires to acquire any rights and goodwill associated with the marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, HOLLYWOOD ENTERTAINMENT CORPORATION does hereby assign, effective as of the date of signature below, unto HOLLYWOOD MANAGEMENT COMPANY all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark and the above-identified application or registration of said mark.

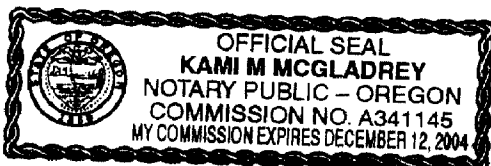
**HOLLYWOOD ENTERTAINMENT
CORPORATION**

By: *Donald J. Ekman*
Name: DONALD J. EKMAN
Title: Executive Vice President of Legal
Affairs

Date: *October 10, 2002*

STATE OF OREGON §
 §
COUNTY OF CLACKAMAS §

Before me, the undersigned authority, on this *10th* day of *October*, *2002*, personally appeared *Donald J. Ekman*, known to me to be the person whose name is subscribed to the foregoing instruments and acknowledged to me that (he/she) is authorized to execute the same on behalf of the identified corporation and that (he/she) executed the same on behalf of the corporation for the purposes and consideration therein expressed.



Kami McGladrey
Notary Public, State of Oregon

Name Printed: *Kami McGladrey*

My Commission Expires: *December 12, 2004*

EXHIBIT A

Mark	Status	U. S. Reg. or App. No.	Reg. or Filing Date
REEL.COM	SOU filed 7/3/02	75/982,837	Filed: 8/14/98
GIVE THE GIFT OF HOLLYWOOD VIDEO	Registered	2,511,988	Registered: 11/27/01
HOLLYWOOD VIDEO CELEBRITY STATUS	SOU filed 9/5/02	76/110218	Filed: 8/15/2000