

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

NUNC PRO TUNC ASSIGNMENT

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hollywood Entertainment Corporation		08/13/2004	CORPORATION: OREGON

RECEIVING PARTY DATA

Name:	Hollywood Management Company
Street Address:	9275 Peyton Lane
City:	Wilsonville
State/Country:	OREGON
Postal Code:	97070-9645
Entity Type:	CORPORATION: OREGON

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	2782153	WELCOME TO HOLLYWOOD
Registration Number:	2808905	HOLLYWOODVIDEO.COM

CORRESPONDENCE DATA

Fax Number: (512)536-4598

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 512.474.5201

Email: aotrademark@fulbright.com

Correspondent Name: Shannon T. Vale

Address Line 1: 600 Congress Ave., Suite 2400

Address Line 4: Austin, TEXAS 78701

ATTORNEY DOCKET NUMBER:

HLLY:145/10015280

NAME OF SUBMITTER:

L. Alison Davis

Total Attachments: 1

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TRADEMARK
REEL: 002916 FRAME: 0855

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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 WELCOME TO HOLLYWOOD, subject of U.S. Trademark Registration No. 2782153, and HOLLYWOODVIDEO.COM, subject of U.S. Trademark Registration No. 2,808,905;

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 marks, together with the goodwill of the business symbolized by the marks and the above-identified registrations of said marks.

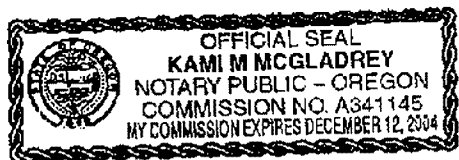
HOLLYWOOD ENTERTAINMENT
CORPORATION

By: [Signature]
Name: DONALD J. EKMAN
Title: Executive Vice President of Legal Affairs

Date: August 13, 2004

STATE OF OREGON §
 §
COUNTY OF CLACKAMAS §

Before me, the undersigned authority, on this 13th day of August, 2004 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.



[Signature]
Notary Public, State of Oregon
Name Printed: Kami McGladrey
My Commission Expires: 12/12/04