

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/01/1998		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
REEL.COM, INC.		10/01/1998	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	HOLLYWOOD ENTERTAINMENT CORPORATION		
Street Address:	9275 SW PEYTON LANE		
City:	WILSONVILLE		
State/Country:	OREGON		
Postal Code:	97070		
Entity Type:	CORPORATION: OREGON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2719664	REEL.COM	
CORRESPONDENCE DATA			
Fax Number:	(334)836-3635		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(503) 570-1930		
Email:	laug@hlyw.com		
Correspondent Name:	Gary H. Lau		
Address Line 1:	9275 SW Peyton Lane		
Address Line 4:	Wilsonville, OREGON 97070		
NAME OF SUBMITTER:	Gary H. Lau		
Signature:	/Gary H. Lau/		
Date:	05/07/2008		

OP \$40.00 2719664

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TRADEMARK
REEL: 003773 FRAME: 0552

Total Attachments: 3
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CERTIFICATE

State of Oregon

OFFICE OF THE SECRETARY OF STATE
Corporation Division

I, **BILL BRADBURY**, Secretary of State of Oregon, and Custodian of the Seal of said State, do hereby certify:

That the attached copy of the

Articles of

Merger

filed on

October 1, 1998

for

REEL.COM, INC.

an entity not of record in Oregon

merging with and into

HOLLYWOOD ENTERTAINMENT CORPORATION

is a true copy of the original document

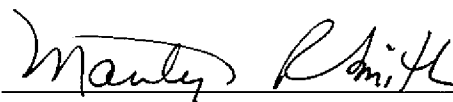
that has been filed with this office.



*In Testimony Whereof, I have hereunto set
my hand and affixed hereto the Seal of the
State of Oregon.*

BILL BRADBURY, Secretary of State

By




Marilyn R. Smith

April 30, 2008

Dated: October 1, 1998.

HOLLYWOOD ENTERTAINMENT CORPORATION

By:


Donald J. Ekman
Senior Vice President and
General Counsel

VOID WITHOUT WATERMARK OR IF ALTERED OR ERASED

TRADEMARK