

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ICI Chemicals & Polymers Limited		01/22/2009	Limited Company: UNITED KINGDOM

RECEIVING PARTY DATA	
Name:	Unichema Chemie BV
Street Address:	Buurtje 1
City:	Gouda
State/Country:	NETHERLANDS
Postal Code:	2802 BE
Entity Type:	CORPORATION: NETHERLANDS

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2708301	BLOCKBUSTER
Registration Number:	2574982	EMKARATE RL OPTI-FLUSH

CORRESPONDENCE DATA	
Fax Number:	(202)663-8007
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	2026638918
Email:	va-logocops@pillsburywinthrop.com
Correspondent Name:	Patrick J. Jennings
Address Line 1:	2300 N Street, N.W.
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037

ATTORNEY DOCKET NUMBER:	90128/000001
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DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	

CH \$65.00 2708301

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Patrick J. Jennings

Signature:

/Pat Jennings/

Date:

02/05/2009

Total Attachments: 5

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ASSIGNMENT

This Assignment is dated 22 day of January 2009.

BETWEEN

1. ICI CHEMICALS & POLYMERS LIMITED, a company incorporated in England and Wales (registered number 00358535) whose registered office is at The Heath, Runcorn, Cheshire, WA7 4QF (hereinafter referred to as the "Assignor") and
2. UNICHEMA CHEMIE BV a company incorporated in the Netherlands (registered number 29009483) whose registered Office is Buurtje 1, 2802 BE, Gouda, The Netherlands (hereinafter referred to as the "Assignee")

WHEREAS

- (A) The Assignor is the Registered Proprietor of the Trade Marks particulars whereof are set out in the schedules hereto (hereinafter called the "Trade Marks")
- (B) The Assignor has by an agreement agreed to assign the Trade Marks to the Assignee together with the goodwill of the business concerned in the goods for which the Trade Marks are registered together with the right to sue for any past infringement of the Trade Marks for the consideration hereinafter appearing.

NOW THIS DEED WITNESSETH in pursuance of the said agreement and in further consideration of the sum of £1.00 [ONE POUND STERLING] now paid by the Assignee to the Assignor (receipt of which the Assignor hereby acknowledges), the Assignor hereby assigns with full title guarantee to the Assignee ALL THOSE Trade Marks together with the goodwill of the business concerned in the goods for which the Trade Marks are registered and all rights to take proceedings as for any past infringement TO HOLD the same unto the Assignee absolutely.

The Assignment shall be construed in accordance with the laws of England and Wales and be subject to the exclusive jurisdiction of courts of England and Wales.

IN WITNESS of those present, duly executed as a Deed, the day and year first written above.

SIGNED by its duly appointed representative

W.P.J.

ICI Chemicals & Polymers Limited

In the presence of

Vanessa Vermeir

Received by the Assignee

[Signature]

Unichema Chemie BV

In the presence of

Janet Appleby

SCHEDULE

Family Number	Country Code	Country Mark	Status	T. Mark No	Application No	Next Renewal Date
14225	Australia	BLOCKBUSTER	LR	822229	822229	03-Feb-10
14225	China	BLOCKBUSTER	LR	1548014	2000016799	06-Apr-11
14225	Chain	BLOCKBUSTER	LR	1580170	2000016800	06-Jun-11
14225	CTM	BLOCKBUSTER	LR	1485507	1485507	02-Feb-10
14225	Hungary	BLOCKBUSTER	LR	163255	M00 00550	03-Feb-10
14225	Slovenia	BLOCKBUSTER	LR	200070270	Z 2000 7 0270	14-Feb-10
14225	Slovakia	BLOCKBUSTER	LR	195734	POZ-0348-2000	10-Feb-10
14225	USA	BLOCKBUSTER	LR	2708301	75912,898	22-Apr-13

SCHEDULE

Family Number	Country Code	Country Mark	Status	T. Mark No	Application No	Next Renewal Date
14200	Australia	EMKARATE RL OPTI-FLUSH	LR	A.801955	810955	29-Jul-09
14200	Benelux	EMKARATE RL OPTI-FLUSH	LR	661577	943258	29-Jul-09
14200	China	EMKARATE RL OPTI-FLUSH	LR	1464175	9900093254	27-Oct-10
14200	German	EMKARATE RL OPTI-FLUSH	LR	39945110	39945110	31-Jul-09
14200	Denmark	EMKARATE RL OPTI-FLUSH	LR	00599/2000	03106/1999	31-Jan-10
14200	Spain	EMKARATE RL OPTI-FLUSH	LR	2.252.710/9	2.252.710/9	09-Aug-09
14200	Spain	EMKARATE RL OPTI-FLUSH	LR	2.252.711/7	2.252.711/7	09-Aug-09
14200	France	EMKARATE RL OPTI-FLUSH	LR	99805414	99805414	29-Jul-09
14200	UK	EMKARATE RL OPTI-FLUSH	LR	2204359	2204359	29-Jul-09
14200	Hungary	EMKARATE RL OPTI-FLUSH	LR	160838	M9903789	10-Aug-09
14200	Italy	EMKARATE RL OPTI-FLUSH	LR	883294	TO99C003198	19-Oct-09
14200	Sweden	EMKARATE RL OPTI-FLUSH	LR	348617	99-05486	14-Sep-11
14200	Slovenia	EMKARATE RL OPTI-FLUSH	LR	9970997	Z9970997	13-Aug-09
14200	Slovakia	EMKARATE RL OPTI-FLUSH	LR	194891	POZ 2048-99	16-Aug-09
14200	US	EMKARATE RL OPTI-FLUSH	LG	2574982	75/772235	04-Jun-12