

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	08/21/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hollywood.com, Inc.		03/16/2009	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Hollywood.com, LLC
Street Address:	3575 Cahuenga Boulevard West
Internal Address:	Suite 600
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90068
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2722745	HOLLYWOOD.COM

CORRESPONDENCE DATA

Fax Number: (202)672-5399
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202-672-5300
 Email: PTOMAILWashington@foley.com
 Correspondent Name: Norm J. Rich
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ATTORNEY DOCKET NUMBER:	094734-0113
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NAME OF SUBMITTER:	Norm J. Rich
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Signature:	/norm j. rich/
Date:	03/17/2009
Total Attachments: 1 source=nptassignment#page1.tif	

ASSIGNMENT OF TRADEMARK - NUNC PRO TUNC

WHEREAS, on or about August 21, 2008, Hollywood.com, Inc., a California corporation having an address of 2255 Glades Road, Suite 221A, Boca Raton, Florida 33431 (hereinafter referred to as the "Assignor"), then being the owner of the following mark and trademark application in the United States:

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
HOLLYWOOD.COM	2,722,745	June 3, 2003

assigned in fact said mark and registration, together with that part of the good will of the business connected with and symbolized by said mark and registration, to Hollywood.com, L.L.C., Inc., a Delaware limited liability corporation with offices at 3575 Cahuenga Boulevard West, Suite 600, Los Angeles, CA 90068 (hereinafter referred to as the "Assignee"), but without having executed a formal United States mark assignment document; and

WHEREAS, said Assignee now desires such formal United States assignment in order to record the same in the United States Patent and Trademark Office;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor hereby confirms the aforesaid assignment and does hereby assign, nunc pro tunc, as of August 21, 2008, and/or as of anytime prior to the present when such assignment was in fact equitably affected, to the aforesaid Assignee, all right, title and interest in and to the said mark and registration, and that part of the good will of the business connected with and symbolized by the said mark, as well as all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of said mark or injury to the said good will, and the right to sue for and recover the same in its, the Assignee's, own name.

IN WITNESS WHEREOF, this Assignment has been executed by an authorized representative of Assignor this 16th day of March 2009.

HOLLYWOOD.COM, INC.

By: 
(Signature)

Name: Mitchell Rubenstein

Title: CEO