

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	11/03/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hollywood.com, Inc.		03/24/2009	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: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2900058	WHERE MOVIEGOERS GO

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
 Address Line 1: Foley & Lardner LLP
 Address Line 2: 3000 K Street, N.W.
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20007-5143

ATTORNEY DOCKET NUMBER:	062190-0164
NAME OF SUBMITTER:	Norm J. Rich

OP \$40.00 2900058

Signature:

/norm j. rich/

Date:

03/30/2009

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK - NUNC PRO TUNC

WHEREAS, on or about November 3, 2004, **Hollywood Media Corporation**, a Florida corporation having an address of 2255 Glades Road, Suite 221A, Boca Raton, Florida 33431, then being the owner of the following mark and service mark registration in the United States:

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
WHERE MOVIEGOERS GO	2,900,058	November 2, 2004

assigned in fact said mark and application, together with that part of the good will of the business connected with and symbolized by said mark and application, to **Hollywood.com, Inc.**, a California corporation having an address of 2255 Glades Road, Suite 221A, Boca Raton, Florida 33431, but without having executed a formal United States mark assignment document;

WHEREAS, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **Hollywood Media Corporation** hereby confirms the aforesaid assignment, nunc pro tunc, as of November 3, 2004, and/or as of anytime prior to the present when such assignment was in fact equitably affected, to **Hollywood.com, Inc.**, of 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, **Hollywood.com, Inc.'s**, own name;

WHEREAS, on or about August 21, 2008, **Hollywood.com, Inc.**, then being the owner of said mark and trademark registration in the United States, 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, LLC**, a Delaware limited liability corporation with offices at 3575 Cahuenga Boulevard West, Suite 600, Los Angeles, California 90068, but without having executed a formal United States mark assignment document; and


WHEREAS, **Hollywood.com, LLC** now desires such formal United States assignment in order to record the same in the United States Patent and Trademark Office;

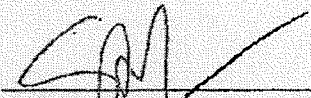
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **Hollywood.com, Inc.** hereby confirms the aforesaid assignment and does hereby assign, nunc pro tunc, as of August 21, 2008, and/or as of anytime prior to the present when such assignment was in fact equitably affected, to **Hollywood.com, LLC**, 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, **Hollywood.com, LLC's**, own name.

IN WITNESS WHEREOF, this Assignment has been executed by authorized representatives of Assignors ~~Hollywood Media Corporation~~ and Hollywood.com, Inc.

~~HOLLYWOOD MEDIA CORPORATION~~

HOLLYWOOD.COM, INC.

By: 
(Signature)

By: 
(Signature)

Name: Mitchell Rubenstein

Name: Steven Marder

Title: CEO

Title: SVP

Date: 03-24-09

Date: 3/24/09

HOLLYWOOD.COM, LLC

By: 

Name: Steven Marder

Title: SVP

Date: 3/24/09