

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Best Buy Enterprise Services, Inc.		06/02/2009	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	BBY Solutions, Inc.		
Composed Of:	COMPOSED OF corporation organized under the laws of Minnesota		
Street Address:	7601 Penn Avenue South		
Internal Address:	B6 - Legal Department		
City:	Richfield		
State/Country:	MINNESOTA		
Postal Code:	55423		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77153915	LA MACHINE	
CORRESPONDENCE DATA			
Fax Number:	(612)292-2323		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612.291.6282		
Email:	Caldwell.Camero@bestbuy.com		
Correspondent Name:	Caldwell A. Camero, Esq.		
Address Line 1:	7601 Penn Avenue South		
Address Line 2:	B6 - Legal Department		
Address Line 4:	Richfield, MINNESOTA 55423		
ATTORNEY DOCKET NUMBER:	07-18190		
NAME OF SUBMITTER:	Caldwell A. Camero		

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TRADEMARK
REEL: 003997 FRAME: 0911

Signature:	/Caldwell Camero/
Date:	06/02/2009
Total Attachments: 2 source=Assignment of LA MACHINE#page1.tif source=Assignment of LA MACHINE#page2.tif	

UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, Best Buy Enterprise Services, Inc., a corporation duly organized and existing under the laws of the State of Minnesota, hereinafter referred to as "ASSIGNOR," has adopted and used and is the owner of the trademark set forth on Schedule A hereto in connection with the goods or services described therein (the "Mark"), together with the goodwill of the business in connection with which the Mark has been used (the "Goodwill"), and the application for United States Trademark Registration set forth on Schedule A (the "Application"); and

WHEREAS, BBY Solutions, Inc., a corporation duly organized and existing under the laws of the State of Minnesota, hereinafter referred to as "ASSIGNEE," is desirous of acquiring the Mark, together with the Goodwill, and the Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has agreed to assign and has assigned, transferred and set over, and by these presents does assign, transfer and set over unto ASSIGNEE and its successors and assigns ASSIGNOR's entire right, title and interest in and to the Mark, the Goodwill, and the Application, to be held and enjoyed by ASSIGNEE for its own use and benefit and for the use and benefit of its subsidiaries, successors, assigns and legal representatives, for the full extent of the life of the Mark and the term of any registration issued based upon the Application, to be used as fully and entirely as such rights would have been held and enjoyed by ASSIGNOR had this Assignment not been made.

ASSIGNOR covenants that ASSIGNOR is the owner of the Mark and the holder of record title to the Application, that ASSIGNOR has full power to make this Assignment and that ASSIGNOR agrees to execute such further assignments and related documents with respect to the Mark, the Goodwill, and the Application as ASSIGNEE shall reasonably request.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its proper officers thereunto duly authorized, the 2nd day of June, 2009.

Best Buy Enterprise Services, Inc.

By: _____

Name: Todd G. Hartman

Title: Vice President

Schedule A

Application

<u>Mark</u>	<u>Serial No.</u>	<u>Date</u>	<u>Goods or Services</u>
LA MACHINE	77/153915	April 11, 2007	Services