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.		03/01/2009	CORPORATION: MINNESOTA

RECEIVING PARTY DATA

Name:	BBY Solutions, Inc.
Street Address:	7601 Penn Avenue South
City:	Richfield
State/Country:	MINNESOTA
Postal Code:	55423
Entity Type:	CORPORATION: MINNESOTA

PROPERTY NUMBERS Total: 55

Property Type	Number	Word Mark
Registration Number:	1676112	BEST BUY SUPERSTORES
Registration Number:	1657622	BEST BUY
Registration Number:	1899212	BEST BUY
Registration Number:	1943643	GEEK SQUAD
Registration Number:	2196852	BEST BUY
Registration Number:	2023380	GEEK SQUAD
Registration Number:	2268672	TECHLIQUIDATORS.COM
Registration Number:	2337741	FIND 'EM FIRST
Registration Number:	2539223	BEST BUY
Registration Number:	2575014	AUDIOVISIONS
Registration Number:	2611209	TECHNOLOGY FOR LIFE
Registration Number:	2577093	INTEGRATING DESIGN AND TECHNOLOGY
Registration Number:	2638360	BESTBUY.COM
Registration Number:	2733189	PS

CH $1390.00 1676112

Registration Number:	2748380	PACIFIC SALES
Registration Number:	2804099	BESTBUYBIZ
Registration Number:	2744658	GEEK SQUAD
Registration Number:	2842349	OUR STORE TO DOOR GUARANTEE
Registration Number:	2824593	HAVE THE FUN BUILT IN
Registration Number:	2831428	NETWORKED HOME SOLUTIONS
Registration Number:	3038840	THE FANATICAL TV MONTH
Registration Number:	3416626	BEST BUY
Registration Number:	3418164	INIT
Registration Number:	3457884	GEEK SQUAD
Registration Number:	3462060	GEEK SQUAD
Serial Number:	77559242	BEST BUY
Serial Number:	77559247	BEST BUY
Serial Number:	77559254	BEST BUY
Serial Number:	77575922	BEST BUY
Serial Number:	77583904	BLUFORCE
Serial Number:	77584959	ROCKETBOOST
Registration Number:	3615955	
Serial Number:	77587245	I AM BEST BUY
Registration Number:	3375456	DEALTREE
Registration Number:	3547740	KIX
Serial Number:	77254755	PILOT
Registration Number:	3526666	BEST BUY MOBILE
Serial Number:	77371715	INSPIRIA
Serial Number:	77494117	EZTRADEIN
Serial Number:	77518787	THE BIGGEST PLUS IN MOBILE
Serial Number:	77520617	COWBOOM
Serial Number:	77581352	GIFTAG
Registration Number:	2834408	GEEK SQUAD 24 HOUR COMPUTER SUPPORT TASK FORCE
Registration Number:	2844737	GEEKMOBILE
Registration Number:	2853552	LEARNING PLACE
Registration Number:	2855294	THOUSANDS OF POSSIBILITIES. GET YOURS.
Registration Number:	2883339	TECHCHECK
Registration Number:	2910659	IDLETECH

Registration Number:	2856102	2ND TURN
Registration Number:	3065904	GEEK SQUAD
Registration Number:	3254912	INIT
Registration Number:	3113190	INSIGNIA
Registration Number:	3270384	INSIGNIA
Registration Number:	3080389	INSIGNIA
Serial Number:	78827274	BLUE GROOVE

CORRESPONDENCE DATA

Fax Number: (612)292-2323

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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

NAME OF SUBMITTER:	Caldwell A. Camero
Signature:	/Caldwell Camero/
Date:	06/22/2009

Total Attachments: 6

source=TM Assignment - BBY Solutions - US#page1.tif

source=TM Assignment - BBY Solutions - US#page2.tif

source=TM Assignment - BBY Solutions - US#page3.tif

source=TM Assignment - BBY Solutions - US#page4.tif

source=TM Assignment - BBY Solutions - US#page5.tif

source=TM Assignment - BBY Solutions - US#page6.tif

TRADEMARK ASSIGNMENT

This Trademark Assignment is delivered pursuant to the Contribution Agreement (the "Agreement") effective as of March 1, 2009, between **Best Buy Enterprise Services, Inc.**, a corporation organized and existing under the laws of the State of Minnesota, and having a principal place of business at 7601 Penn Avenue South, Richfield, Minnesota 55423 ("Assignor") and **BBY Solutions, Inc.**, a corporation organized and existing under the laws of the State of Minnesota and having a principal place of business at 7601 Penn Avenue South, Richfield, Minnesota 55423 ("Assignee").

The Assignor has delivered this instrument signed by the Assignor to enable the Assignee to file it with any appropriate governmental agency to indicate ownership of the trademarks described below and for the other purposes set forth in this instrument. This instrument supplements and is in addition to all other rights of the Assignee under the Agreement and other instruments of transfer delivered in connection with the Agreement.

1. For good and valuable consideration, receipt of which the Assignor acknowledges, and by signing and delivering this instrument, the Assignor sells, assigns, transfers, conveys, and delivers to the Assignee all of the Assignor's right, title, and interest in and to:

   (a) the registered trademarks and applications for registration of trademarks specifically listed in Attachment A to this Trademark Assignment; and

      (i) all goodwill associated with the business related to the trademarks together with all rights to use, license and otherwise exploit the trademarks;

      (ii) all income, royalties, damages, and payments hereafter due or payable to the Assignor with respect to the trademarks, including without limitation unpaid damages and payments for past, present, and future infringements of any trademark;

      (iii) all rights in and under the trademarks to the fullest extent allowed by law as fully as the Assignor would have held the same in the absence of this assignment; and

      (iv) all rights to sue and recover damages and payments for past, present, and future infringements, dilution, or other violation of any of the trademarks, including the right to fully and entirely replace the Assignor in all related matters.

2. This assignment is made in connection with the sale to Assignee of the entire business to which the trademarks relate. As of the date set forth below, the Assignee has succeeded to all right, title, and standing of the Assignor to: (a) receive all rights and benefits pertaining to the trademarks and related rights described above, and (b) commence, prosecute, defend and settle all claims and take all actions that the Assignee, in its sole discretion, may elect in relation to the trademarks described above. This Trademark Assignment (a) is irrevocable and effective upon the Assignor's signature to and delivery of a manually signed copy of this instrument or facsimile or email transmission of the

signature to this instrument in connection with the execution of the Agreement, if and only if the such execution occurs, (b) benefits and binds the parties to the Agreement and their respective successors and assignees and (c) does not modify or affect, and is subject to, the provisions of the Agreement.

BEST BUY ENTERPRISE SERVICES, INC. **[Assignor]**

By: _____
Name: Todd G. Hartman
Title: Vice President

STATE OF MINNESOTA
COUNTY OF HENNEPIN

On June 22, 2009 before me, Nancy Kraulik personally appeared Todd G. Hartman, personally known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument, Best Buy Enterprise Services, Inc., upon behalf of which he acted, executed the instrument.

WITNESS my hand and official seal.

_____ [Seal]
Notary Public

NANCY KRAULIK
NOTARY PUBLIC – MINNESOTA
HENNEPIN COUNTY
My Commission Expires Jan. 31, 2010

55400077.1

BBY SOLUTIONS, INC. [Assignee]

By: _____
Name: Lisa Beth Lentini
Title: Assistant Secretary

STATE OF MINNESOTA
COUNTY OF HENNEPIN

On June 22, 2009 before me, Nancy Kraulik, personally appeared Lisa Beth Lentini, personally known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument, BBY Solutions, Inc., upon behalf of which she acted, executed the instrument.

WITNESS my hand and official seal.

_____ [Seal]
Notary Public

NANCY KRAULIK
NOTARY PUBLIC – MINNESOTA
HENNEPIN COUNTY
My Commission Expires Jan. 31, 2010

55400077.1

ATTACHMENT A

UNITED STATES

TRADEMARK	APPL. NO.	APPL. DATE	REG. NO.	REG. DATE
BEST BUY SUPERSTORES & DESIGN	73/755,490	10/3/1988	1,676,112	2/18/1992
BEST BUY & DESIGN	74/013,622	12/26/1989	1,657,622	9/17/1991
BEST BUY & DESIGN	74/519,982	5/4/1994	1,899,212	6/13/1995
GEEK SQUAD & DESIGN	74/545,054	6/30/1994	1,943,643	12/26/1995
BEST BUY & DESIGN	74/680,472	5/26/1995	2,196,852	10/20/1998
GEEK SQUAD & DESIGN	74/726,207	9/7/1995	2,023,380	12/17/1996
TECHLIQUIDATORS.COM	75/460,462	3/31/1998	2,268,672	8/10/1999
FIND 'EM FIRST	75/575,915	10/23/1998	2,337,741	4/4/2000
BEST BUY & DESIGN (MASCOT)	75/936,029	2/22/2000	2,539,223	2/19/2002
AUDIOVISIONS	75805975	9/22/1999	2,575,014	6/4/2002
TECHNOLOGY FOR LIFE	75806123	9/22/1999	2,611,209	8/27/2002
INTEGRATING DESIGN AND TECHNOLOGY	75806124	9/22/1999	2,577,093	6/11/2002
BESTBUY.COM	76/142,158	10/4/2000	2,638,360	10/22/2002
PS DESIGN	76/346,981	12/9/2001	2,733,189	7/1/2003
PACIFIC SALES	76/346,982	12/9/2001	2,748,380	8/5/2003
BESTBUYBIZ	76/383,837	3/15/2002	2,804,099	1/13/2004
GEEK SQUAD	76/400,952	4/29/2002	2,744,658	7/29/2003
OUR STORE TO DOOR GUARANTEE	76/458,767	10/17/2002	2,842,349	5/18/2004
HAVE THE FUN BUILT IN	76/462,614	10/28/2002	2,824,593	3/23/2004
NETWORKED HOME SOLUTIONS	76/462,615	10/28/2002	2,831,428	4/13/2004
THE FANATICAL TV MONTH	76/462,621	10/28/2002	3,038,840	1/10/2006
BEST BUY	76681653	9/6/2007	3,416,626	4/29/2008
INIT	77/297,708	10/5/2007	3,418,164	4/29/2008
GEEK SQUAD	77/341,571	11/30/2007	3,457,884	7/1/2008
GEEK SQUAD & DESIGN	77/341,639	11/30/2007	3,462,060	7/8/2008
BEST BUY & TAG (NEW LOGO,	77/559,242	8/29/2008		

ATTACHMENT A

UNITED STATES

TRADEMARK	APPL. NO.	APPL. DATE	REG. NO.	REG. DATE
BLACK AND WHITE)				
BEST BUY & TAG (NEW LOGO)	77/559,247	8/29/2008		
BEST BUY & TAG (NEW LOGO, COLOR)	77/559,254	8/29/2008		
BEST BUY & TAG (NEW LOGO, BLUE, WHITE & YELLOW)	77/575,922	9/22/2008		
BLUFORCE	77/583,904	10/2/2008		
ROCKETBOOST	77/584,959	10/3/2008		
TAG DESIGN (OLD, COLOR)	77/586,929	10/7/2008	3,615,955	5/5/2009
I AM BEST BUY	77/587,245	10/7/2008		
DEALTREE	77187831	5/23/2007	3,375,456	1/29/2008
KIX	77254732	8/14/2007	3,547,740	12/16/2008
PILOT	77254755	8/14/2007		
BEST BUY MOBILE & DESIGN	77318423	10/31/2007	3,526,666	11/4/2008
INSPIRIA	77371715	1/15/2008		
EZTRADEIN	77494117	6/9/2008		
THE BIGGEST PLUS IN MOBILE	77518787	7/10/2008		
COWBOOM	77520617	7/11/2008		
GIFTAG	77581352	9/29/2008		
GEEK SQUAD 24 HOUR COMPUTER SUPPORT TASK FORCE	78/189,713	11/27/2002	2,834,408	4/20/2004
GEEKMOBILE	78/189,717	11/27/2002	2,844,737	5/25/2004
LEARNING PLACE	78/200,357	1/6/2003	2,853,552	6/15/2004
THOUSANDS OF POSSIBILITIES. GET YOURS.	78/222,059	3/5/2003	2,855,294	6/15/2004
TECHCHECK	78/265,800	6/23/2003	2,883,339	9/7/2004
IDLETECH	78/275,378	7/17/2003	2,910,659	12/14/2004
2ND TURN	78/275,403	7/17/2003	2,856,102	6/22/2004
GEEK SQUAD & DESIGN	78/589,781	3/17/2005	3,065,904	3/7/2006
INIT	78/682,749	8/1/2005	3,254,912	6/26/2007
INSIGNIA	78/976,956	1/14/2004	3,113,190	7/4/2006

6/17/2009 1:09 PM

ATTACHMENT A

UNITED STATES

TRADEMARK	APPL. NO.	APPL. DATE	REG. NO.	REG. DATE
INSIGNIA	78/978,385	1/14/2004	3,270,384	7/24/2007
INSIGNIA	78269752	7/2/2003	3,080,389	4/11/2006
BLUE GROOVE	78827274	3/2/2006		