

**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		
<b>CONVEYING PARTY DATA</b>			
	<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>
	Hollywood.com, Inc.		07/23/2009
			<b>Entity Type</b>
			CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Hollywood.com, LLC		
<b>Street Address:</b>	3575 Cahuenga Boulevard West		
<b>Internal Address:</b>	Suite 600		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90068		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
	<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
	Registration Number:	2681529	HOLLYWOOD.COM
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)672-5399		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-672-5300		
<b>Email:</b>	PTOMAILWashington@foley.com		
<b>Correspondent Name:</b>	Norm J. Rich		
<b>Address Line 1:</b>	Foley & Lardner LLP		
<b>Address Line 2:</b>	3000 K Street, N.W., Sixth Floor		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20007-5109		
<b>ATTORNEY DOCKET NUMBER:</b>	094737-0153		
<b>NAME OF SUBMITTER:</b>	Norm J. Rich		

OP \$40.00 2681529

Signature:	/norm j. rich/
Date:	07/27/2009
Total Attachments: 1 source=assignment#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 service mark registration in the United States:

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
HOLLYWOOD.COM & Design	2,681,529	January 28, 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, LLC.**, a Delaware limited liability company with offices at 3575 Cahuenga Boulevard West, Suite 600, Los Angeles, California 90068 (hereinafter referred to as the "Assignee"), 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.com, Inc.** hereby confirms the aforesaid assignment, 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**, 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, LLC's**, own name;

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;

IN WITNESS WHEREOF, this Assignment has been executed by authorized representative of Assignor **Hollywood.com, Inc.**

**HOLLYWOOD.COM, INC., as  
Assignor**

By: \_\_\_\_\_

(Signature)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_