

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
Hollywood Media Corp.		12/14/2009	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Theatre Direct NY, Inc. d/b/a Broadway.com		
Street Address:	729 7th Avenue		
Internal Address:	6th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2852108	BROADWAY.COM	
CORRESPONDENCE DATA			
Fax Number:	(202)672-5399		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-672-5300		
Email:	PTOMAILWashington@foley.com		
Correspondent Name:	Norm J. Rich		
Address Line 1:	3000 K Street, N.W.		
Address Line 2:	Sixth Floor		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20007-5109		
ATTORNEY DOCKET NUMBER:	094742-0101		
NAME OF SUBMITTER:	Norm J. Rich		
Signature:	/norm j. rich/		

OP \$40.00 2852108

Date:

12/15/2009

Total Attachments: 1

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U.S. TRADEMARK ASSIGNMENT


WHEREAS, Hollywood Media Corp., a Florida corporation doing business at 2255 Glades Road, Boca Raton, Florida 33431 (hereinafter "Assignor"), is the owner of all right, title and interest in and to the following trademark and corresponding federal registration therefor in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
BROADWAY.COM	2,852,108	June 8, 2004

WHEREAS, Theatre Direct NY, Inc. d/b/a Broadway.com, a Delaware corporation doing business at 729 7th Avenue, 6th Floor, New York, New York 10019 (hereinafter "Assignee"), is desirous of acquiring said trademark and the registration thereof, and all accompanying goodwill;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all United States rights, title and interest in and to the aforementioned mark together with the goodwill of the business symbolized by the mark, the United States registration thereof, 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.

HOLLYWOOD MEDIA CORP.
as Assignor

By: 
(signature)

Name: Mitchell Rubenstein

Title: Chairman & CEO

Date: 12.14.09