

**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.		12/07/2009	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: 11**

Property Type	Number	Word Mark
Registration Number:	3178660	DYNEX
Registration Number:	3045768	DYNEX
Registration Number:	3392361	DYNEX
Registration Number:	3339205	DYNEX
Registration Number:	3659474	
Registration Number:	2811384	REWARD ZONE
Registration Number:	3684531	ROCKETFISH
Registration Number:	3614034	ROCKETFISH
Registration Number:	3680164	ROCKETFISH
Registration Number:	3659472	ROCKETFISH
Registration Number:	3659473	ROCKETFISH

**CORRESPONDENCE DATA**

Fax Number: (952)430-0122  
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

**900151817**

**TRADEMARK  
 REEL: 004129 FRAME: 0180**

**CH \$290.00 3178660**

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:	01/11/2010

Total Attachments: 4  
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## TRADEMARK ASSIGNMENT

This Trademark Assignment is 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.

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: 

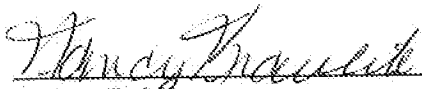
Name: Todd G. Hartman

Title: Vice President

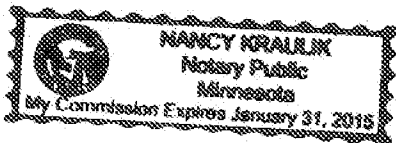
STATE OF MINNESOTA  
COUNTY OF HENNEPIN

On December 7 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.

  
Notary Public

[Seal]



BBY SOLUTIONS, INC. [Assignee]

By: 

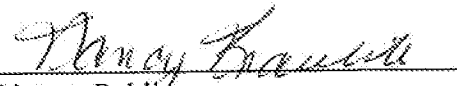
Name: Lisa Beth Lentini

Title: Assistant Secretary

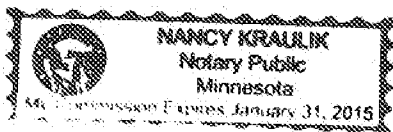
STATE OF MINNESOTA  
COUNTY OF HENNEPIN

On December 7 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.

  
\_\_\_\_\_  
Notary Public

[Seal]



# ATTACHMENT A

## UNITED STATES

TRADEMARK	APPL. NO.	APPL. DATE	REG. NO.	REG. DATE
DYNEX	78977408	11/19/2004	3,178,660	11/28/2006
DYNEX	78521557	11/23/2004	3,045,768	01/17/2006
DYNEX	77000397	09/15/2006	3,392,361	03/04/2008
DYNEX	77183377	05/17/2007	3,339,205	11/20/2007
Fish Head design	78902219	06/06/2006	3,659,474	07/21/2009
REWARD ZONE	76395404	04/15/2002	2,811,384	02/03/2004
ROCKETFISH	78795577	01/20/2006	3,684,531	09/15/2009
ROCKETFISH	78981013	01/20/2006	3,614,034	04/28/2009
ROCKETFISH	77046555	11/17/2006	3,680,164	09/08/2009
ROCKETFISH & design	78902152	06/06/2006	3,659,472	07/21/2009
ROCKETFISH (stylized)	78902205	06/06/2006	3,659,473	07/21/2009