

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.com, Inc. | | 04/16/2010 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Hollywood.com, LLC | | |
| Street Address: | 2255 Glades Road | | |
| Internal Address: | Suite 221A | | |
| City: | Boca Raton | | |
| State/Country: | FLORIDA | | |
| Postal Code: | 33431 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2900887 | HOLLYWOOD.COM | |
| Registration Number: | 2384272 | HOLLYWOOD.COM | |
| Registration Number: | 2950404 | HOLLYWOOD.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: | Foley & Lardner LLP | | |
| Address Line 2: | 3000 K Street, N.W., Sixth Floor | | |
| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20007-5109 | | |
| ATTORNEY DOCKET NUMBER: | 094734-0154 | | |
| NAME OF SUBMITTER: | Norm J. Rich | | |

TRADEMARK

900160061

REEL: 004188 FRAME: 0992

OP \$90.00 2900887

| | |
|---|----------------|
| Signature: | /norm j. rich/ |
| Date: | 04/20/2010 |
| Total Attachments: 1 source=TMASSIGNMENT#page1.tif | |

U.S. TRADEMARK ASSIGNMENT

WHEREAS, Hollywood.com, Inc., a California 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 trademarks and corresponding federal registrations therefor in the United States Patent and Trademark Office:

| <u>Mark</u> | <u>Registration No.</u> | <u>Registration Date</u> |
|--------------------------|-------------------------|--------------------------|
| HOLLYWOOD.COM | 2,900,887 | November 2, 2004 |
| HOLLYWOOD.COM | 2,384,272 | September 5, 2000 |
| HOLLYWOOD.COM (Stylized) | 2,950,404 | May 10, 2005 |

WHEREAS, Hollywood.com, LLC, a Delaware limited liability company doing business at 2255 Glades Road, Suite 221A, Boca Raton, FL 33431 (hereinafter "Assignee"), is desirous of acquiring said trademarks and the registrations 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 marks, the United States registrations 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.COM, INC.
as Assignor

By: _____

(signature)

Name: _____

Title: _____

Date: _____