

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
DVDPlay, Inc.		11/23/2009	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	NCR Corporation
Composed Of:	COMPOSED OF Asset Purchase Agreement
Street Address:	1700 S. Patterson Blvd.
City:	Dayton
State/Country:	OHIO
Postal Code:	45479
Entity Type:	CORPORATION: MARYLAND

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Serial Number:	78349887	ADPLAY
Registration Number:	2463432	DVD PLAY
Serial Number:	78382241	DVD PLAY
Serial Number:	77460743	DVD RSVP
Serial Number:	77460915	DVDPLAYERZ
Registration Number:	2959630	DVD PLAY
Registration Number:	2964060	RENT DVDS RIGHT HERE RIGHT NOW!
Registration Number:	2967191	DVDPLAY
Registration Number:	2975907	TOUCH ME!
Registration Number:	2985154	DVD PLAY
Registration Number:	3095260	
Registration Number:	2573752	DVD PLAY
Registration Number:	3214670	AEM

CH \$365.00 78349887

Registration Number:

3219366

AEM

CORRESPONDENCE DATA

Fax Number: (937)445-6794

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

Phone: 937-445-2990

Email: shirley.byrd@ncr.com

Correspondent Name: Shirley A. Byrd

Address Line 1: 1700 S. Patterson Blvd.

Address Line 2: WHQ-3E

Address Line 4: Dayton, OHIO 45479

ATTORNEY DOCKET NUMBER:

DVDPLAY

NAME OF SUBMITTER:

Shirley Byrd

Signature:

/byrdsh/

Date:

06/28/2010

Total Attachments: 5

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ASSET PURCHASE AGREEMENT

This Asset Purchase Agreement ("Agreement") is made and entered into as of this 23rd day of November 2009 (the "Effective Date") by and among NCR Corporation, a Maryland corporation, having its principal place of business at 1700 S. Patterson Blvd., Dayton, Ohio 45479 (the "Purchaser Parent"), NCR Canada Ltd., a corporation organized under the laws of Canada and a wholly-owned subsidiary of Purchaser Parent (the "Purchaser Sub," and together with the Purchaser Parent, the "Purchaser"), DVDPlay, Inc., a Delaware corporation having its principal place of business at 695 Campbell Technology Parkway, Suite 200, Campbell, CA 95008 (the "Seller Parent"), and First DVD Canada Inc., a corporation organized under the laws of British Columbia, Canada and a wholly-owned subsidiary of Seller Parent (the "Seller Sub," and together with the Seller Parent, the "Seller"). Purchaser and Seller are sometimes referred to herein, individually, as a "Party" and, jointly, as the "Parties." Capitalized terms not defined in the context of this Agreement shall have the meanings specified in Section 31 hereof.

(G) All of Seller's right, title and interest in and to any and all Intellectual Property including, but not limited to, any Intellectual Property covering, which arose from, or which was conceived, created, reduced to practice, invented, designed, developed, used, intended to be used, licensed, acquired, or purchased for the Business and its operations (including, but not limited to, Patents, Trademarks, and Registered Copyrights);

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the Effective Date.

NCR CORPORATION

NCR CANADA LTD.

By: *William Chis*
Title: _____

By: _____
Title: _____

[SEAL]

[SEAL]

DVDPLAY, INC.

FIRST DVD CANADA INC.

By: _____
Title: _____

By: _____
Title: _____

[SEAL]

[SEAL]

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the Effective Date.

NCR CORPORATION

NCR CANADA LTD.

By: _____

By: *Robert J. Jones*

Title: _____

Title: *Secretary*

[SEAL]

[SEAL]

DVDPLAY, INC.

FIRST DVD CANADA INC.

By: _____

By: _____

Title: _____

Title: _____

[SEAL]

[SEAL]

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement as of the Effective Date.

NCR CORPORATION

NCR CANADA LTD.

By: _____

By: _____

Title: _____

Title: _____

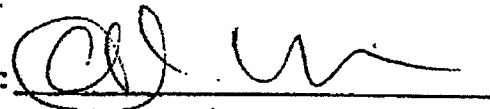
[SEAL]

[SEAL]

DVDPLAY, INC.

FIRST DVD CANADA INC.

By:  _____

By:  _____

Title: President & CEO

Title: President & CEO

[SEAL]

[SEAL]