

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Verified Statement Correcting Effective Date of Assignment of Reg. No. 1,873,269		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Viacom, Inc.		07/02/2001	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Blockbuster Video Holding Company		
Street Address:	One Blockbuster Plaza		
City:	Ft. Lauderdale		
State/Country:	FLORIDA		
Postal Code:	33301		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1873269	BLOCKBUSTER	
CORRESPONDENCE DATA			
Fax Number:	(212)575-0671		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(212) 790-9200		
Email:	trademark@cfl.com		
Correspondent Name:	Baila H. Celedonia		
Address Line 1:	1133 Avenue of the Americas		
Address Line 2:	Cowan, Liebowitz & Latman, P.C.		
Address Line 4:	New York, NEW YORK 10036-0671		
ATTORNEY DOCKET NUMBER:	27780; BHC; KLR		
NAME OF SUBMITTER:	Baila H. Celedonia		
Signature:	/Baila H. Celedonia/		

900165887

TRADEMARK
REEL: 004234 FRAME: 0297

OP \$40.00 1873269

Date:

06/30/2010

Total Attachments: 12

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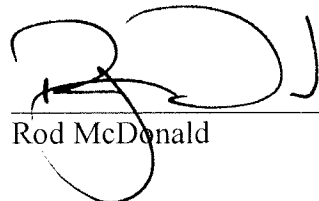
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Verified Statement of Transfer of Legal Title to Trademark Reg. No. 1,873,269

I, Rod McDonald, am the Vice President, Secretary & General Counsel of Blockbuster Inc., current owner by assignment of Reg. No. 1,873,269 for the mark BLOCKBUSTER.

1. I make this verified statement under penalty of perjury under 18 U.S.C. §1001 after review of various company records and based on my knowledge of company history.
2. As of February 14, 1995, Viacom, Inc. ("Viacom"), a Delaware corporation, assigned to Blockbuster Video Holding Company ("BVHC"), a Delaware corporation, *inter alia*, all trademarks it owned which consisted of or contained the term BLOCKBUSTER (the "BLOCKBUSTER Marks"), whether registered or at common law.
3. In order to record the assignment of the registrations and pending applications for the BLOCKBUSTER Marks as well as other marks assigned at the same time, Viacom executed an assignment dated February 14, 1995. A copy of said assignment was filed on the same date in the USPTO. A true and correct copy of said assignment and the Recordation Form Cover Sheet is recorded at Reel and Frame No. 1328/0029; and is attached to this Verified Statement as Exhibit A.
4. Registration No. 1,873,269 for the mark BLOCKBUSTER (the "Registration in Issue"), was inadvertently omitted from the schedule to said assignment.
5. In order to correct the apparent break in the chain of title at the time that Blockbuster Inc. filed a §§8 and 15 declaration for the Registration in Issue, Viacom executed a confirmatory assignment dated July 2, 2001 (the "Confirmatory Assignment"). A copy of said Confirmatory assignment was filed with the USPTO on July 2, 2001. A true and correct copy of said Assignment and the Recordation Form Cover Sheet is attached to this Verified Statement as Exhibit B. The USPTO accepted the Confirmatory Assignment as correcting the break in the chain of title.
6. In order to avoid any uncertainty as to the effective date of the assignment of the Registration in Issue, I make this Verified Statement confirming that the valid transfer of legal title from Viacom, Inc. to BVHC of the Registration in Issue took place on February 14, 1995 the date of the assignment attached as Exhibit A, and not on July 20, 2001, the date the Confirmatory Assignment attached as Exhibit B was signed.

Dated: June 30, 2010



Rod McDonald

Exhibit
A

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Viacom Inc.
1515 Broadway
New York, NY 10036

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State of Delaware
☐ Other

Additional name(s) of conveying party(ies) attached? ☐ Yes ☐ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: 09/29/94

2. Name and address of receiving party(ies)

Name: Blockbuster Video Holding Company

Internal Address: N/A

Street Address: 200 South Andrews Avenue

City: Ft. Lauderdale State: FL ZIP: 33301

- ☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☒ Corporation-State of Delaware
☐ Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? ☐ Yes ☐ No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

Schedule B

B. Trademark Registration No.(s)

Schedule A

Additional numbers attached? ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Sidelle Brauzer

Internal Address: Blockbuster Entertainment
Inc.,

Street Address: 200 South Andrews Avenue

170-11

City: Ft. Lauderdale State: FL ZIP: 33301

6. Total number of applications and registrations involved: L08

7. Total fee (37 CFR 3.41).....\$ 2730

☒ Enclosed Fee OK.

☒ Authorized to be charged to deposit account if additional fees are required

8. Deposit account number:

074-08833

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature:

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Thomas W. Hawkins
Name of Person Signing

Signature

Total number of pages including cover sheet, attachments, and document: 7

89192269

Date

ASSIGNMENT

WHEREAS, Viacom Inc., a corporation organized under the laws of the State of Delaware and located at 1515 Broadway, New York, New York 10036 ("Assignor") has adopted, used and is using the trademarks, attached heretofore as Schedule "A" and "B", which are registered or pending for registration in its name in the United States Patent and Trademark Office;

WHEREAS, Blockbuster Video Holding Company, a corporation organized under the laws of the State of Delaware and located at 200 South Andrews Avenue, Fort Lauderdale, Florida 33301 ("Assignee"), is desirous of acquiring said trademarks and the registrations and pending applications thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Viacom Inc. (Assignor) does hereby assign unto the said Blockbuster Video Holding Company (Assignee) all rights, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the trademarks, and the above identified Schedule "A" registrations and Schedule "B" pending for registrations thereof.

VIACOM INC.

Dated: February 14, 1995

By: Thomas W. Hawkins
Name: Thomas W. Hawkins
Title: Assistant Secretary

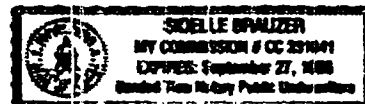
TRADEMARK

REEL 1328 FRAME 030

STATE OF FLORIDA)
) ss
COUNTY OF BROWARD)

On this 14 day of February, 1995, personally appeared Thomas W. Hawkins, to me known and known to me to be Assistant Secretary of Viacom Inc., the assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.

Soelle Bralzer
NOTARY PUBLIC



TRADEMARK
REEL: 004234 FRAME: 0302

SCHEDULE "A"

February 13, 1995

BLOCKBUSTER ENTERTAINMENT INC.
UNITED STATES TRADEMARK REGISTRATIONS

PAGE 1

MARK	REG. NO.	GRANT DATE	CLASS	FILE
BLOCKBUSTER	1,131,418	02/26/80	28	0222
MAJOR VIDEO	1,398,911	06/24/86	41, 42	0055
BLOCKBUSTER VIDEO & Design	1,413,706	10/14/86	41	0030
BLOCKBUSTER VIDEO	1,424,341	01/06/87	41	0026
CHARTBUSTERS	1,471,718	01/05/88	41	0040
LE-BAD CINEMA	1,471,719	01/05/88	41	0053
BLOCKBUSTER	1,491,589	06/07/88	41	0006
APPLAUSE VIDEO	1,498,061	07/26/88	41, 42	0138
WOW! WHAT A DIFFERENCE	1,540,956	05/23/89	41	0105
BLOCK-BUSTERS	1,542,484	06/06/89	16	0220
STOPPER & Design	1,545,726	06/27/89	41	0088
REWIND & Design	1,545,727	06/27/89	41	0080
SLO-MO & Design	1,545,728	06/27/89	41	0085
PLAYER & Design	1,545,729	06/27/89	41	0067
BLOCKBUSTER VIDEO & Design (U/COLOR)	1,545,730	06/27/89	41	0034
PORTA-PLAYER	1,553,293	08/22/89	41	0070
BLOCKBUSTER KIDS	1,575,714	01/02/90	42	0016
PAUSE & Design	1,578,172	01/16/90	41, 42	0065
BELIEVE IN US MUSIC + PLUS & Design	1,578,373	01/16/90	42	0261
MUSIC PLUS & Design	1,580,778	01/30/90	42	0238
QUIK DROP	1,591,360	04/10/90	41, 42	0075
BLOCKBUSTER VIDEO MAGAZINE	1,591,999	04/17/90	16	0037
BLAZING FLIPPERS	1,596,869	05/15/90		0227
WOW! WHAT A DIFFERENCE	1,600,084	06/05/90	42	0106
CHARTBUSTERS	1,600,087	06/05/90	42	0041
YOUTH RESTRICTED VIEWING	1,600,094	06/05/90	41, 42	0109
BLOCKBUSTER KIDS	1,601,492	06/12/90	41	0015
BLOCKBUSTER VIDEO & Design	1,601,597	06/12/90	42	0032

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Prepared by Manager, Trademark Administration

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REEL: 004234 FRAME: 0303

**BLOCKBUSTER ENTERTAINMENT INC.
UNITED STATES TRADEMARK REGISTRATIONS**

MARK	REG. NO.	GRANT DATE	CLASS	FILE
BLOCKBUSTER	1,601,598	06/12/90	42	0008
SLO-MO & Design	1,601,604	06/12/90	42	0086
BLOCKBUSTER VIDEO	1,603,163	06/19/90	42	0028
LE-BAD CINEMA	1,605,133	07/03/90	42	0054
PLAYER & Design	1,605,145	07/03/90	42	0068
REWIND & Design	1,605,146	07/03/90	42	0081
AMERICA'S FAMILY VIDEO STORE	1,606,783	07/17/90	41, 42	0001
TICKET DESIGN (BLUE)	1,607,738	07/24/90	41, 42	0092
TICKET DESIGN (YELLOW)	1,607,739	07/24/90	41, 42	0093
YOUTH RESTRICTED VIEWING & Design (17-Plus)	1,611,593	08/28/90	41, 42	0110
STOPPER & Design	1,614,418	09/18/90	42	0089
TICKET DESIGN (BLACK & WHITE)	1,618,072	10/16/90	41	0094
TICKET DESIGN (BLACK & WHITE)	1,623,086	11/13/90	42	0095
BLOCKBUSTER VIDEO & Design (W/COLOR)	1,630,441	01/01/91	42	0036
BLOCKBUSTER KIDS & Design	1,637,878	03/12/91	41	0018
BLOCKBUSTER KIDS & Design	1,652,678	07/30/91	42	0020
BLOCKBUSTER BOAL & Design (FOOTBALL DESIGN)	1,662,457	10/29/91	16	0002
KIDPRINT	1,667,226	12/03/91	42	0101
THE GIFT OF ENTERTAINMENT	1,675,006	02/11/92	16	0090
BLOCKBUSTER VIDEO & Design (MERCH)	1,683,794	04/21/92	18	0125
BLOCKBUSTER VIDEO (MERCHANDISE)	1,684,399	04/28/92	14	0113
BLOCKBUSTER VIDEO (MERCHANDISE)	1,684,470	04/28/92	20	0116
BLOCKBUSTER VIDEO & Design (MERCH)	1,684,471	04/28/92	20	0126
BLOCKBUSTER VIDEO (MERCHANDISE)	1,685,330	05/15/92	18	0115
BLOCKBUSTER VIDEO & Design (MERCH)	1,685,425	05/15/92	25	0129
BLOCKBUSTER KIDS RECOMMENDED & Design	1,689,648	05/16/92	41	0022
BLOCKBUSTER KIDS RECOMMENDED & Design	1,689,651	05/16/92	42	0024

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February 13, 1995

BLOCKBUSTER ENTERTAINMENT INC.
UNITED STATES TRADEMARK REGISTRATIONS

PAGE 3

MARK	REG. NO.	GRANT DATE	CLASS	FILE
BLOCKBUSTER VIDEO & Design (MERCH)	1,690,094	06/02/92	14	0123
BLOCKBUSTER VIDEO (MERCHANDISE)	1,710,127	08/25/92	25	0119
SHOW US YOUR CARDS AMERICA	1,714,271	09/08/92	41	0004
BLOCKBUSTER VIDEO (MERCHANDISE)	1,717,466	09/22/92	6	0111
BLOCKBUSTER VIDEO (MERCHANDISE)	1,718,241	09/22/92	24	0118
BLOCKBUSTER VIDEO & Design (MERCH)	1,718,354	09/22/92	28	0130
BLOCKBUSTER VIDEO & Design (MERCH)	1,720,341	09/29/92	21	0127
BLOCKBUSTER VIDEO (MERCHANDISE)	1,720,448	09/29/92	28	0120
BLOCKBUSTER VIDEO & Design (MERCH)	1,721,375	10/06/92	6	0121
BLOCKBUSTER VIDEO & Design (MERCH)	1,721,846	10/16/92	16	0124
BLOCKBUSTER VIDEO & Design (MERCH)	1,722,027	10/06/92	24	0128
BLOCKBUSTER VIDEO (MERCHANDISE)	1,723,840	10/13/92	21	0117
PROFILE OF CHILD (KIDPRINT)	1,774,470	10/13/92	42	0135
BLOCKBUSTER VIDEO (MERCHANDISE)	1,736,470	12/01/92	16	0114
BLOCKBUSTER (POPCORN)	1,738,553	12/08/92	31	0005
VIDEO-X-TRON	1,741,771	12/22/92	41	0100
BLOCKBUSTER	1,771,243	05/18/93	9	0141
BLOCKBUSTER COMMUNITY SERVICE FREE USE & Design	1,776,812	06/15/93	41	0025
KIDS RECOMMENDED VIEWING	1,782,296	07/13/93	41	0050
BLOCKBUSTER	1,802,394	11/02/93	42	0009
BLOCKBUSTER VIDEO (Yellow Letter/Blue Back)	1,806,588	11/23/93	42	0153
BLOCKBUSTER VIDEO INTERNATIONAL & Design	1,809,500	12/07/93	35	0033
BLOCKBUSTER BOAL & Design	1,818,576	01/25/94	41	0012
BLOCKBUSTER	1,821,789	02/15/94	41	0142
BLOCKBUSTER GOLF & GAMES & Design	1,830,660	04/12/94	41	0160
BLOCKBUSTER GOLF & GAMES & Design	1,831,705	04/11/94	42	0161
MAKE IT A BLOCKBUSTER NIGHT	1,852,673	09/01/94	41	0142

TRADEMARK

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Prepared by Manager, Trademark Administration

February 13, 1995

BLOCKBUSTER ENTERTAINMENT INC.
UNITED STATES TRADEMARK REGISTRATIONS

PAGE 4

MARK	REG. NO.	GRANT DATE	CLASS	FILE
BLOCKBUSTER PAVILION	1,853,918	09/13/94	42	0166
BLOCKBUSTER PAVILION	1,854,919	09/20/94	41	0165
BLOCKBUSTER ENTERTAINMENT GUIDE	1,856,021	09/27/94	41	0170
BLOCKBUSTER ENTERTAINMENT	1,857,982	10/11/94	41	0181
SOUND OFF	1,858,069	10/11/94	42	0186
BUTTONS	1,858,070	10/11/94	42	0185
BLOCKBUSTER ENTERTAINMENT & Design	1,858,954	10/18/94	41	0182

TRADEMARK

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2/13/95

**BLOCKBUSTER ENTERTAINMENT INC.
UNITED STATES TRADEMARK APPLICATIONS
SCHEDULE "B"**

Page 1

<u>MARK</u>	<u>SERIAL NO.</u>	<u>DATE FILED</u>
BLOCKBUSTER	74/064,894	
CLOCKBUSTERS	74/363,747	3/2/93
BLOCKBUSTER ENTERTAINMENT & Design	74/388,192	5/10/93
BLOCKBUSTER ENTERTAINMENT & Design	74/388,193	5/10/93
BLOCKBUSTER GOLF & GAMES & Design	74/411,008	7/12/93
MARQUEE	74/426,589	8/20/93
BLOCKBUSTER VIDEO & Design	74/444,622	10/6/93
BLOCKBUSTER	74/452,130	10/25/93
BLOCKBUSTER	74/471,836	12/17/93
BLOCKBUSTER VIDEO & Design	74/471,847	12/17/93
BLOCKBUSTER MUSIC & Design	74/471,848	12/17/93
BLOCKBUSTER VIDEO & Design	74/483,721	1/28/94
BLOCKBUSTER VIDEO & Design	74/483,722	1/28/94
DRIVE-IN	74/503,934	3/17/94
EXPLORER DECK	74/534,331	6/7/94

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TRADEMARK

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PATENT AND TRADEMARK
OFFICE

15

Exhibit
B

Form PTO-1594
(Rev. 03/01)
OMB No. 0651-0027 (exp. 5/31/2002)
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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Viacom Inc.

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State of Delaware
☐ Other _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☐ No

3. Nature of conveyance:

- ☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: _____

2. Name and address of receiving party(ies)

Name: BLOCKBUSTER Video Holding Corporation

Internal _____

Address: _____

Street Address: 1201 Elm Street

City: Dallas State: TX Zip: 75270

- ☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☒ Corporation-State Delaware
☐ Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? ☐ Yes ☐ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,873,269

Additional number(s) attached ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Sidelle Illion

Blockbuster Inc.

Internal Address: _____

Street Address: 1201 Elm Street

City: Dallas State: TX Zip: 75270

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- ☐ Enclosed
☒ Authorized to be charged to deposit account

8. Deposit account number:

02-2833

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Sidelle Illion

Name of Person Signing

Sidelle Illion
Signature

July 2, 2001
Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

ASSIGNMENT OF TRADEMARKS

WHEREAS, VIACOM INC., a Delaware corporation with its principal place of business located at 1515 Broadway, New York, New York 10036 ("Assignor") has adopted, used, is using, and is the owner of the following federal trademark registration in the United States Patent and Trademark Office:

MARK
BLOCKBUSTER

REGISTRATION NO.
1873269

WHEREAS, BLOCKBUSTER VIDEO HOLDING CORPORATION, a Delaware corporation, with its principal place of business formerly located at One Blockbuster Plaza, Ft. Lauderdale, FL 33301, ("Assignee") is desirous of acquiring said registered trademarks.

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged VIACOM INC hereby assigns to BLOCKBUSTER VIDEO HOLDING CORPORATION all rights, title, and interest in and to the said trademarks, together with the goodwill of the business symbolized by said trademarks and registrations thereof.

Signed this 22 day of July 2001.

VIACOM INC.

By:

Name: Michelena Hallie

Title: Assistant Secretary